

# MAD

NUMBER 29

PROUDLY PRESENTS A PROVERBIAL

SEPT. 1956

## 3-RING CIRCUS OF FUN

PREPOSTEROUS  
**PARODY**



HILARIOUS  
**HUMOR**



SCINTILLATING  
**SATIRE**



**ALL ON THE INSIDE**

CARTOONS ★ LAMPOONS ★ SPITTOONS



FEATURING THE  
FINEST AND  
FUNNIEST

**FARCES**

EVER TO BE  
FIENDISHLY  
FASHIONED

PRICELESS  
**PICTURES**

DELIGHTFUL  
**DRAWINGS**

SICKENING  
**SCRIBBLES**



CONTAINING  
A CLAMBAKE  
OF CLEVER AND  
CAPRICIOUS

**COMEDY**

CAREFULLY  
CALCULATED  
TO CAPTIVATE  
CLODS LIKE YOU



BITING AND BARBED  
**BURLESQUE!**

HOO-HAI! WHEN  
**BURLESQUE?**

HOKED UP HOKUMS

KNOCKED DOWN NOSTRUMS

DROGGED OUT DOORS

**COME  
ONE!**

Plus, at no Extra Cost  
but Absolutely Positively

**FREE**

Two Genuine Used-Only-On  
**METAL STAPLES**

**COME  
ALL!**





THE

## Furious Falcon

You'll hear this bird blow his top when his worn-out tires blow theirs. He never bothers to have them checked or replaced ... because he doesn't believe in them.



THE

**Smart Bird** knows his tires give best service when they're brand new. He makes sure by replacing them every week. By George, you can't drive a car without tires. And you don't use gasoline if you don't drive that car! Which is where we come in.

The Smart Bird always uses gasoline. Water won't work. Gasoline has a higher octane rating than water. It lets modern engines deliver top power ... top mileage ... top profits for us!



**It's smart for us  
when you use gasoline**



**ETHEL**  
COOPERATE. FOOLS!  
DRIVE DRIVE DRIVE!



# MAD

"Satire is a sort of glass, wherein beholders generally discover everybody's face but their own"... Swift. (1667-1745)

**PUBLISHER:** William M. Gaines

**EDITOR:** Albert B. Feldstein

**PRODUCTION:** John Putnam

**CONTINUITY:** Jerry De Fuccio

## CONTRIBUTING ARTISTS

Jack Davis      Will Elder      Wallace Wood      B. Wiseman      Basil Wolverton  
Phil Interlandi      Jack Kamen      Don Martin      Wilhelm Busch

**ADVERTISING:** Peter Bovis      **SUBSCRIPTIONS:** Gloria Orlando      **POSTMAN:** Frank Serio

**ELEVATOR MAN:** Caesar Aimoni      **CLEANING LADY:** Grace Kelley

## FREE FALL FERRIS ..... 6



As the U. S. defense perimeter extends further and further into space, heroes are left behind. **MAD** goes out and brings one back.

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Ernie Kovacs' fascinating new game threatens to upset Bridge, Canasta, Gin Rummy, and Spin-the-Bottle as America's favorites.

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Ingenious new gadgets make old-style T.V. sets obsolete by eliminating stooping, squatting, dialing...and viewing entirely.

## DINING QUIZ ..... 14



A questionnaire designed to inform the uninformed of proper table manners, prepared for **MAD** by uninformed Basil Wolverton.

## SOOT-GRAY FLANNEL ..... 16



A sensitive movie treats a sensitive problem as Hollywood makes a long story of men who make long commutation trips to city.

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At height of season, with millions of American youngsters still there, **MAD** takes a quick look at Summer Camps, wonders why.

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Part I of Epic Case History shows how Man developed through ages from pre-historic savage animal to modern savage animal.

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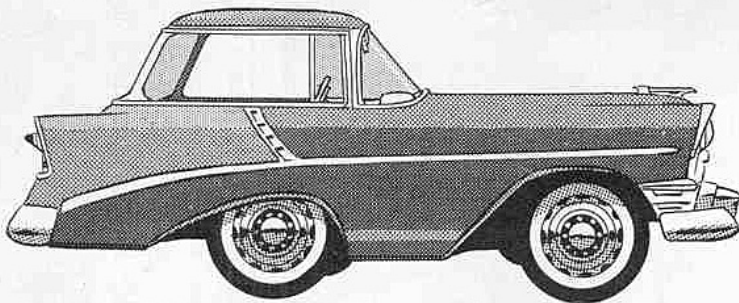
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F. F. Ferris, Aerobee Rocket Vet . . . . . 6



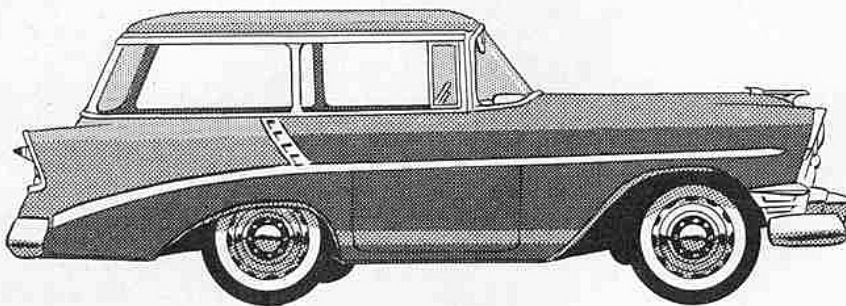
# The New Expandable **SEVEROLET**...

Seats a whole

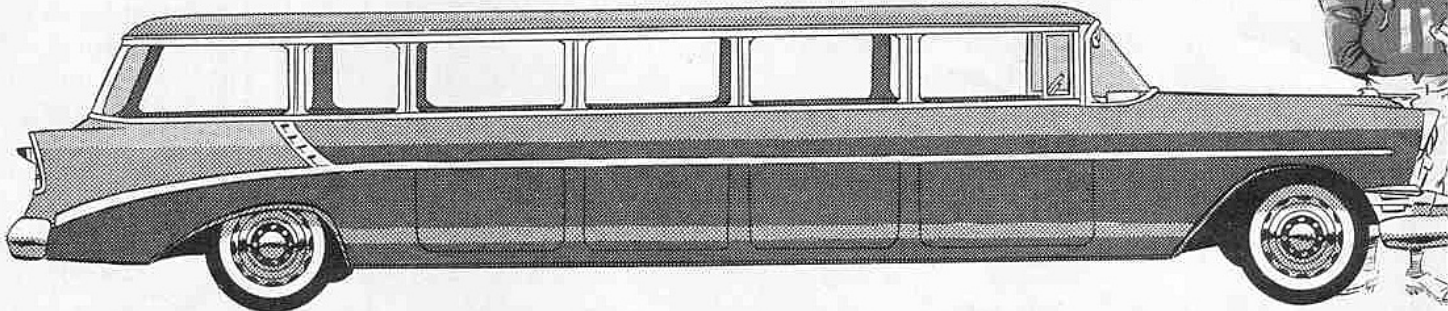


THE BLAIR "CHECKMATE"—no doors, 2 passengers... interior finish in black and red squares.

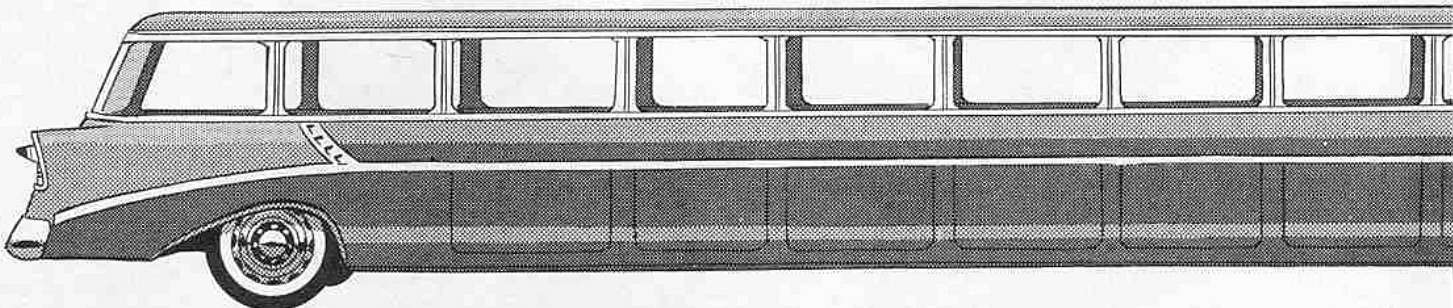
... a



THE TWO-PIECE "MALLETTE"—2 doors, 3 passengers... interior finish in luxurious 3" deep Bermuda lawn grass.



THE FOUR-PART "TOUCHDOWN"—8 doors, 11 passengers, waterboy... interior finish in surgical gauze and absorbent cotton,



THE EIGHT-SECTION "OLYMPIAD"—16 doors, 32 passengers, officials, time keepers, trainers, coaches, scorers... interior



# checker team



In place of checker players or Olympic players, of course, it could be other people. Like paying passengers, for instance.

You could muscle in on the local bus franchise, run your own route, and recover the purchase price. Anyway, there's always enough room to meet your needs. Just add a section to fit. (A separate section is provided to house spare sections.) You can easily create space for an 8 man racing shell, a pair of hockey goals, or a boxing ring.

If you're joining the fast-expanding station wagon family, be sure to look over the fast-expandable Severolet. It's good looking, as you can see. It's practical, as you can see. It can be stretched out as far as you can see. Expanded, it packs Severolet's special brand of perform-

ance which sheers off telegraph poles going around sharp corners, and makes anything but straightaway driving virtually impossible. Colors and interior choices are unusual. In fact, the whole idea is unusual. Ask your Severolet dealer about it. He still doesn't believe it himself.

Severolet Division of Generous Motors, Detour 2, Mishing.



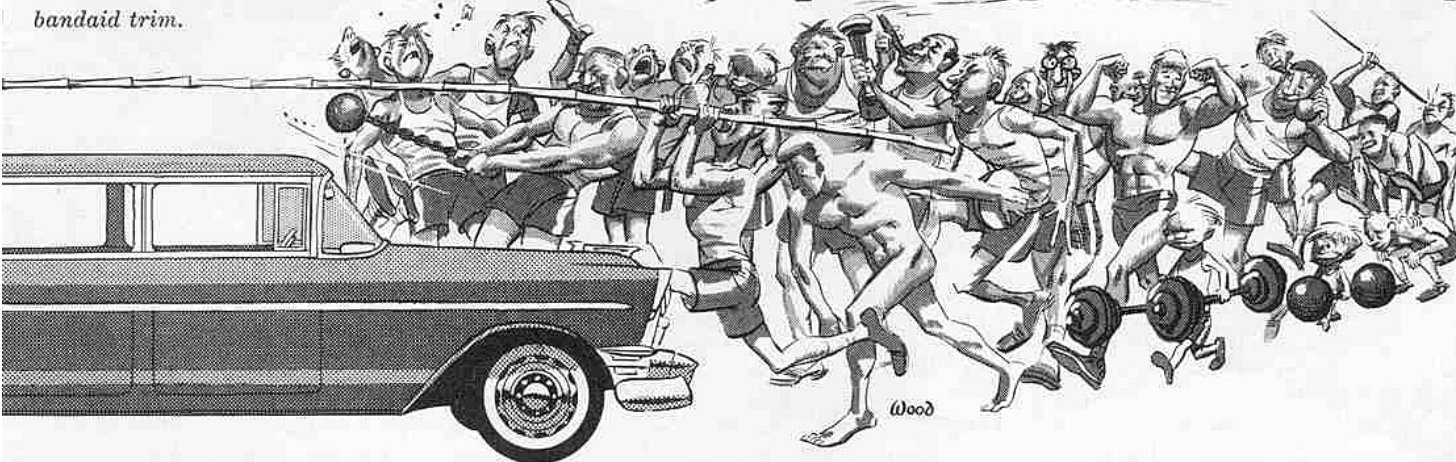
# whole croquet team

# ... a whole football team



# ... a whole Olympic team ... beautifully!

*bandaid trim.*



*finished in sawdust and cinders, laurel leaf trim.*

Anybody still using Irium?



## LETTERS DEPT.

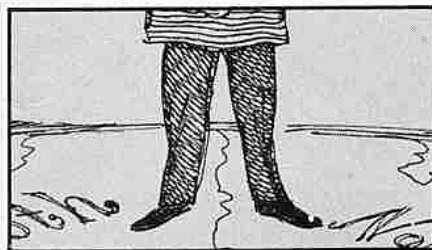
MELVIN?  
YOU SAY YOU  
CAN'T FIND  
**MAD**  
ANYWHERE?



### SHOTBAG

Ding-bing it! When you Yankees gon wake up? Yew got Gen'rul Shotbag in a contemporary cartoon wif one o' his legs in the north an' one o' his legs in the SOUTH (Hoo-ray!) wif only a squiggly line for a Mason-Dixon-Yates line. Don' you know it's a straight line?

Philip Charize  
New York, N. Y.



### Only a Squiggly Line

Your profile on my late great Uncle Homer T. "Old Hominy" Shotbag was a credit both to him and to my family. Please accept my sincere thanks and congratulations.

Nathan A. "Old Kasha" Shotbag  
Troy, N. Y.

After intense investigation, I have found that General Homer T. "Old Hominy" Shotbag never existed. What has the Editor been drinking? Billows Cotton Pick? Who is covering up?

Bob Martinick  
Chicago, Ill.

### ONE GRUNCH

Gentlemen, I can tolerate words which make no sense whatsoever, such as Potrzebie, etc. But when a mass of words are jumbled up into an idiotic sentence, it becomes completely ridiculous... such as "I had one grunch but the eggplant over there." Whatzzit mean?

Harvey Simons  
Newton, Mass.

"What the heck does "I had one grunch but the eggplant over there" mean, anyway? Does it mean "The application fee for duplication is one dollar", or does it mean "To overcome shyness completely, you must sincerely like people", or does it mean "Que hora es, a las siete y media"?

Bob Tucker  
Pasadena, Calif.

### INCOME TAX

Come on, boys, let's get on the ball. I mean, don't you ever research your articles? Your "Do-It-Yourself" department had a feature on "How to File Income Tax" which was all wet. It insinuated that M. M. measured 34-28-33. Time Magazine reports 37-23-37. They have a reputation for using accurate tape measures. You'll never win the Pulitzer Prize that way.

Bill Fried  
Whitestone, N. Y.

### MAD MEDICINE

I have stopped keeping MAD on my waiting room table because: (1) MAD cures some of my patients before they get into my office. (2) I can't get the patients to put the magazine down when I'm ready to examine them. And (3) the copies keep disappearing before I've had a chance to read them myself!

Max A. Schneider, M.D.  
Buffalo, N. Y.

Continue stuff like this and perhaps you'll drive some sense into a Mad (sic) world.

James B. Germain  
Harvard University

### STAMPS

Congratulations on another first. Your rate stamp collection was without a doubt the funniest segment in all the 28 issues of MAD. Being an amateur collector on the side made the humor all the more outstanding.

John H. Murray Jr.  
Meadowbrook, Pa.



### Stamps

Being a full-fledged Philanthropi... Filianth... Stamp Collector, I am Mad! No, you are MAD, I am angry. No, I am Alex Dunne. Well anyway, I have a very mean disposition when someone ridicules stamps. What's the idea of saying that you contacted the owner of the Two-Cent Blue Queen Zamba? I am the sole owner of that rarity! I have it right here in this book. Er... wait. No, it's in this book. No? Here? Wha...? Just a second, I'll be right back...

Alex Dunne  
Sayre, Pa.

### IF YOU HAVEN'T BEEN ABLE TO FIND MAD ON YOUR LOCAL NEWS STAND:

- (A) Look harder! It may be at the bottom of the pile!
- (B) Ask your dealer to send threatening letter to wholesaler demanding MAD
- (C) Send the attached subscription coupon which gets you 9 MADs for price of 8!
- (D) Give up the whole business and spend your money on something worthwhile!

Mail coupon to  
**MAD SUBSCRIPTIONS**  
225 Lafayette Street  
New York 12, N. Y.

PLEASE SEND ME THE NEXT 9 ISSUES OF  
MAD FOR WHICH I ENCLOSE \$2.00

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SCHOOL OR OCCUPATION \_\_\_\_\_

AGE \_\_\_\_\_



## MAD MENU

I'm the proprietor of a magazine-fountain service store in Jersey City. We sell submarine sandwiches at our luncheon fountain. They sell even better now that we call them MAD sandwiches on the menu. Best wishes and a full life for MAD. Hope I'm still reading it when I'm ninety and it hurts to laugh.

Stan Lamontovich  
Jersey City, N. J.

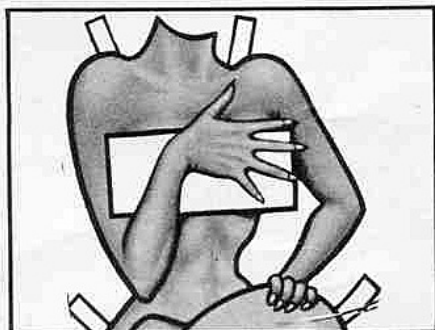
## T. V. PROP

Saw MAD used as one of the props on Matinee Theater. Showed up very clear. Tony Gristina  
New Orleans, La.

## PAPER DOLLS

Never before in my life have I been so disgusted! Here I was cutting out a "partially-covered" front for Pat Paperdoll, and after just about getting it cut out, I came to the conclusion it didn't match! What kind of a paper doll racket do you think you're running anyhow? Who do you think you're fooling?

A/2C Paul C. Johnson  
San Antonio, Texas



Paper Dolls

On the last two pages of issue no. 28, you have paper dolls. You suggest various ideas for stiffening the backs of these, such as mounting them on tempered steel and cutting them out with a blow torch. Now, this is my problem: If I paste them on a sheet of uranium (U-235), what should I cut them out with? Hurry with your answer. The paper dolls pasted on the uranium are lying around my house giving off deadly radiations.

Murray Loew  
Baltimore, Md.

## SIDEWAYS

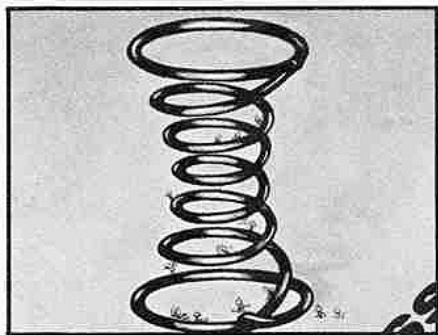
Hee, hee! Now we'll see how you like turning this letter sideways. It's not so much fun, is it? Well, that's how I feel when I have to turn your magazine sideways to read it... so how about stopping it?

Roger B. Johnson  
Los Angeles, Cal.

## SPRING COVER

I really sprung a spring when I saw the cover of your Spring Issue. Whoever drew that spring must have been standing on his head. He drew the spring upside down. So I have delegated myself to show you the right way to draw a spring. I'll be in N. Y. when I'm sprung out of jail next Spring.

Frank Veles  
Chicago, Ill.



Upside Down Spring?

## ADS

I have just finished reading your Spring Issue. What do I find but a whole page of degrading ads. To make it worse, they are real ads! You have shaken this young lad's faith in the ridiculous. I now have a warped sense of realization.

John R. Nellis  
Syracuse, N. Y.

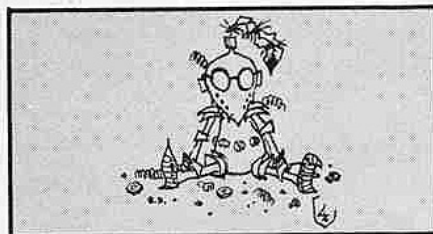
After sending for a Davy Crockett Gatling Gun, do you think I'd be dumb enough to send for a glob of Silly Putty?

Jim McConnell  
Silver Springs, Md.

## APOLOGY

The four picture strip of Galahad trying the Mambo (Collegiate Whimsey, MAD No. 28) was pretty funny. What's funnier is that you... attributed it to... Florida State's *Smoke Signals*. Galahad was a regular *Chaparral* feature as long as Bill Davis (The artist... you didn't credit him either) was in school at Stanford. Here's your big chance to be nice.

Ron Freund  
Chaparral  
Stanford University  
Stanford, Calif.



Galahad

## BIRDS OF A FEATHER

What sterling literature your staff produces. Our chief desire is to match the flawless and interesting manner in which you present your material. And what important messages! We've found everything about MAD to be really and truly. We here at the Woodville News have strived for a long time to come up to your standards. And we seem to be succeeding! You'd be surprised how many people are now speaking of the Woodville News and MAD in the same breath.

Don P. Evans  
Woodville News  
Woodville, Ohio

## MISSILES

I was reading MAD behind my history book, when my sneaky history teacher found it and took it away. Later, I saw him reading it himself while munching his Hershey bar. He was reading the I.C.B.M. story. It got him so worried and nervous, he started chomping his fingers too.

Dianne Haber  
Mt. Vernon, N. Y.



Worrisome Guided Missiles

I can't seem to be able to finish MAD No. 28 because I'm laughing too hard on your Super Guided Missile article. What's the rest of the book about?

Chester Swedge  
Concord, Calif.

## AHEM...

Your hilarious magazine is on its way to becoming one of the greatest satire publications in the history of this country. I expect you characters to give England's "Punch" a good run for their money in the next few years. We need a magazine like yours in a nation withering from conformity.

James D. Layland  
Emsworth, Pa.

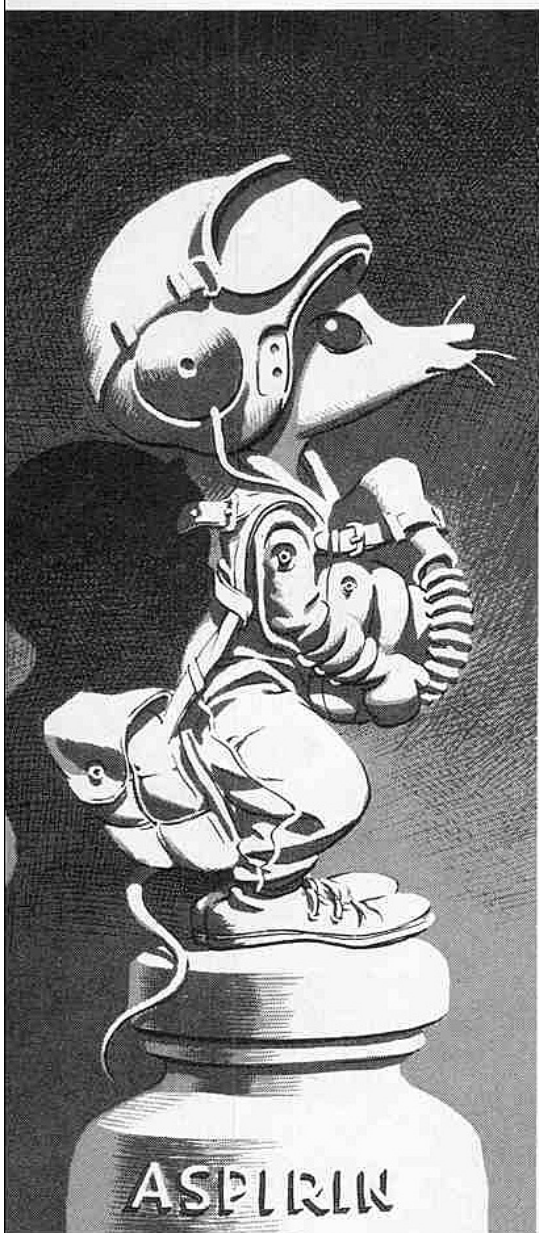
Please address all correspondence to:  
MAD, Room 706, Dept. 29, 225 Lafayette Street, New York 12, N. Y.





*It isn't every day that somebody goes up in an Aerobee rocket. Bet nobody on your block ever went up in an Aerobee rocket. We asked Caesar, the elevator operator in the MAD Building, who goes up plenty, and even he never went up in an Aerobee rocket. So when somebody goes up in an Aerobee rocket, we figure he's pretty much a hero. We figure he pretty much deserves our country's thanks. But when we looked into it, by George, we were pretty much shocked. Seems nobody bothered to give our country's thanks to . . .*

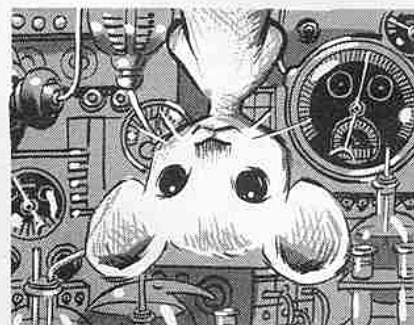
# FREE FALL FERRIS



**PROPOSED STATUE** honoring F. F. Ferris, to be erected at site of momentous ascent. Aspirin bottle pedestal symbolizes sacrifice Ferris made for country. As a result of heroic act, Ferris now suffers from headaches . . .



**UNSUNG HERO** Ferris before induction into Air Force. A healthy, active specimen of young American Rodenthood.



**UNSUNG HERO** Ferris upon discharge from Air Force . . . a complete physical wreck. See A.F. medical report (below)

## OFFICIAL MEDICAL RELEASE

Halloman Air Force Base

Alamogordo, New Mexico

Reference: FERRIS, F.F. (M-098-897-876)

Attached to Air Research and Development Command, U.S.A.F. Project 3456789-a

Recommendation: IMMEDIATE DISCHARGE

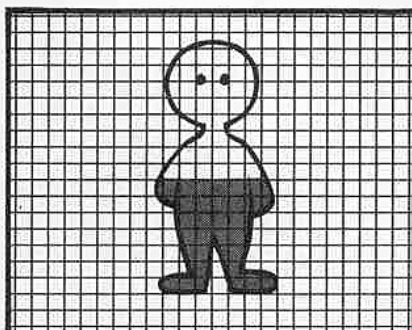
Findings of Medical Board:

Subject, involved in recent flight 200,000 feet into upper stratosphere, was recovered alive and in apparent good health. However, because of rigors of flight, symptoms soon developed, including marked hematoma of semi-circular canal of middle-ear apparatus, disturbing subject's equilibrium; frequent migraine headaches; recurring nosebleeds; ingrown toenail.

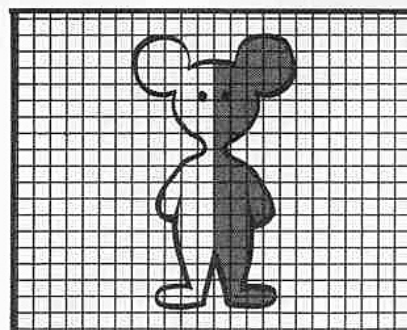
**PROGNOSIS:** poor. Advisable subject be given immediate medical discharge, mainly because this rodent is sick. Appropriate steps should be taken to separate subject,

(ABOVE) Copy of top secret official Air Force medical report lists terrible results of F. F. Ferris' thankless flight in experimental Aerobee rocket.

(BELOW) Chart clearly shows how rocket take-off acceleration exerts tremendous force of 15Gs which in turn causes blood to settle in body extremities.



**EXPECTED NORMAL REACTION**



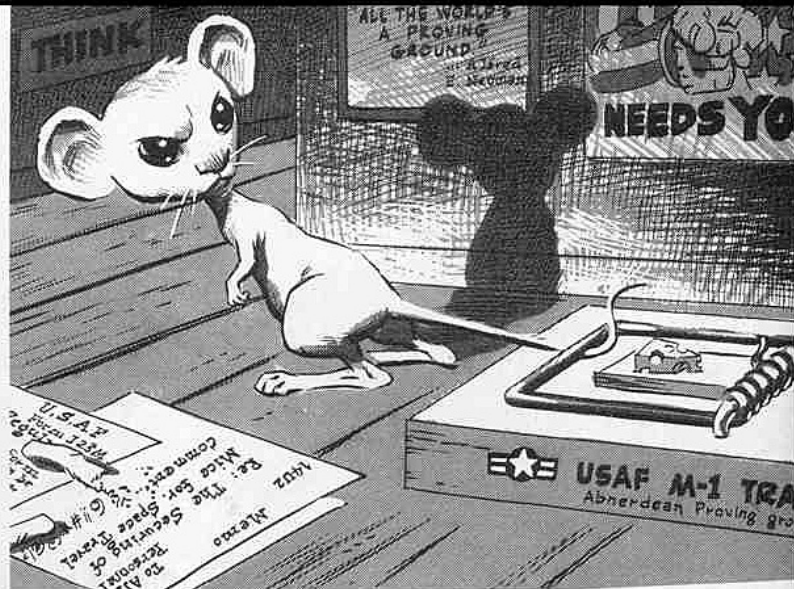
**UNEXPECTED FERRIS REACTION**



IT WASN'T THAT F. F. Ferris minded so much being inducted into the Air Force. It was just that he'd had his little heart set on the Navy, his forebears all being loyal Navy men. Documentary evidence indicates that not one of Ferris' navy ancestors ever left a sinking ship. Ferris' great-grandfather, for example, is still aboard the ironclad *Monitor*. Since *Monitor* sank in 1863, Grandpa stays put. Ferris, speedily inducted, received his instructions immediately upon arriving at the Air Force Research and Development Command. He was to make the ascent that very same day, without benefit of pre-flight schooling, without benefit of Link-trainer instruction, and without benefit of a visit to the P.X. Two monkeys would accompany him on historic stratospheric flight. But at the last moment, the monkeys chickened out and had to be anaesthetized.

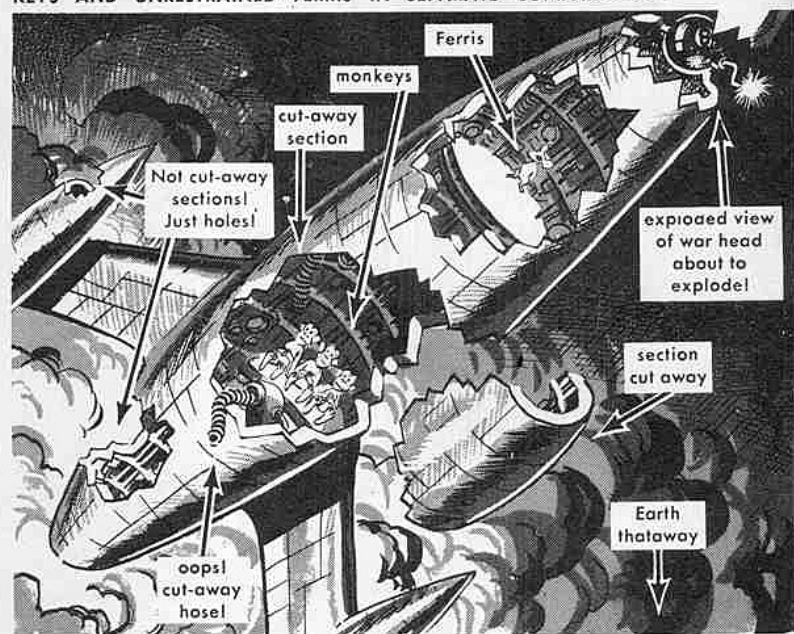
PICTURES BY WALLACE WOOD

FERRIS' RELATIVES ALL ATTEND HISTORIC AEROBEE LAUNCHING

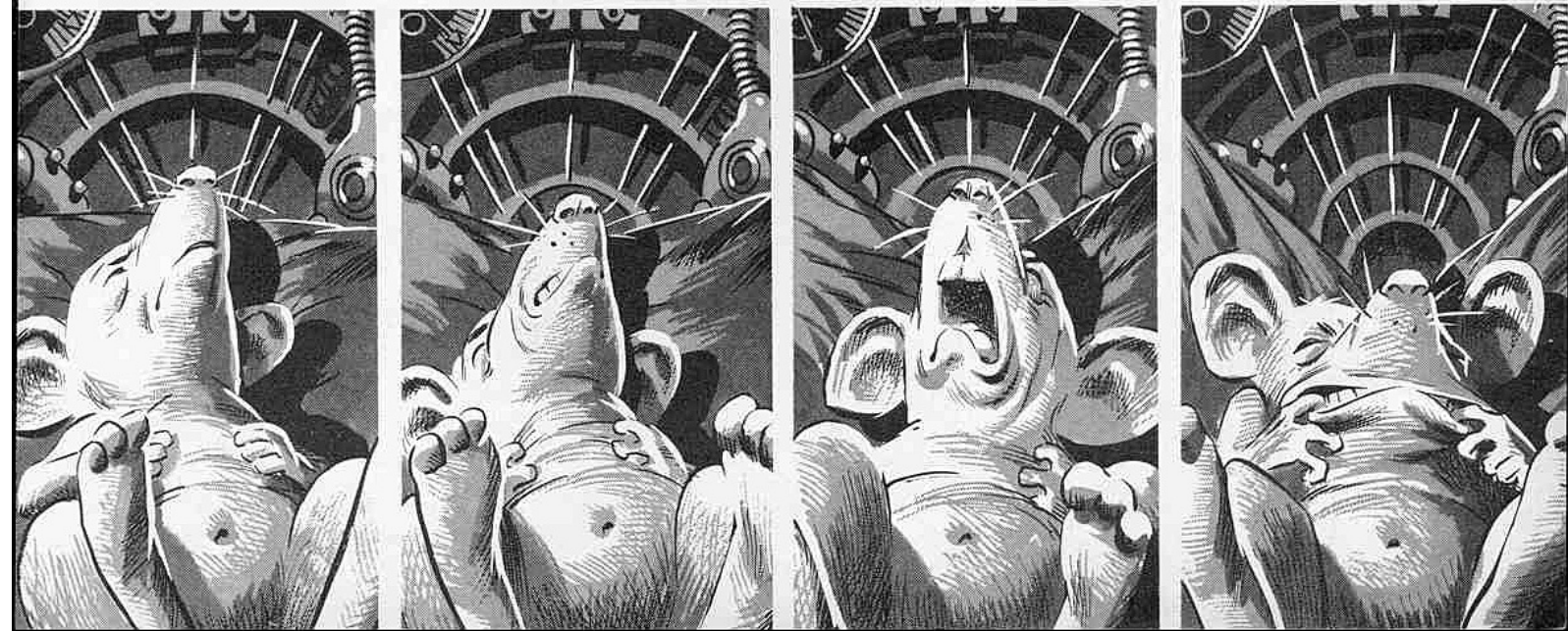


FERRIS IS SNAPPED UP BY AIR FORCE FOR DANGEROUS MISSION

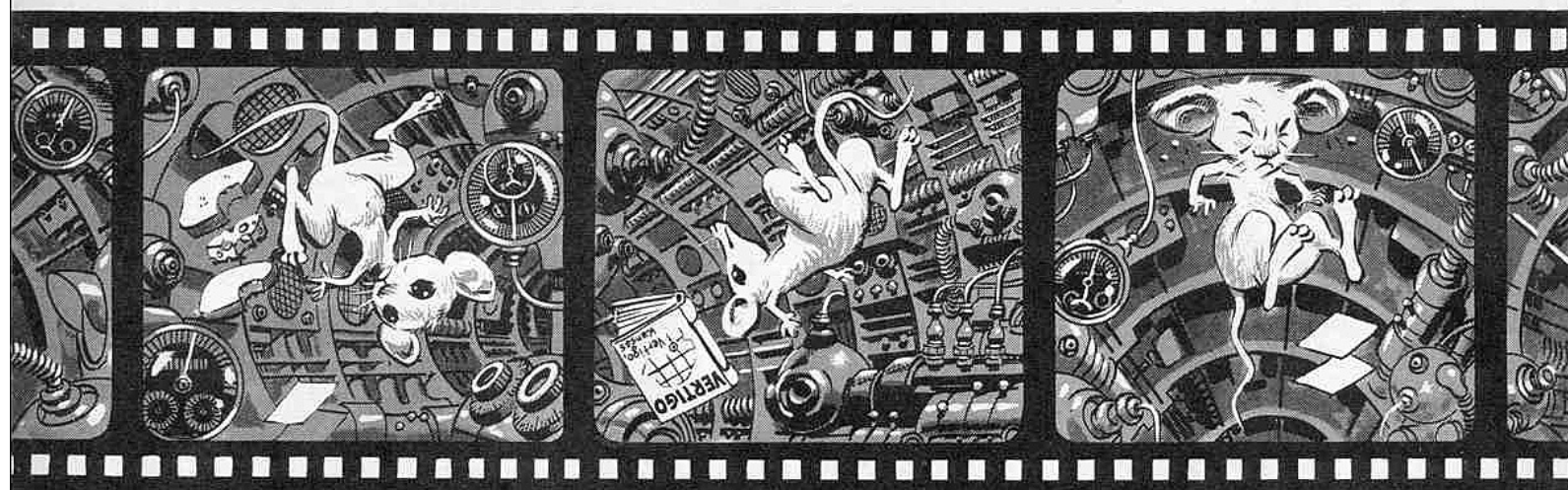
CUT-AWAY VIEW OF AEROBEE CLEARLY SHOWS RESTRAINED MONKEYS AND UNRESTRAINED FERRIS IN SEPARATE COMPARTMENTS



DURING INITIAL ACCELERATION AT TAKE-OFF OF AEROBEE ROCKET, FERRIS IS SUBJECTED TO GRAVITY FORCE FIFTEEN TIMES HIS OWN WEIGHT. PICTURES BELOW SHOW CONTORTED EXPRESSIONS ON FERRIS' FACE AS HE ANTICIPATES FORCE WHILE WAITING FOR TAKE-OFF.



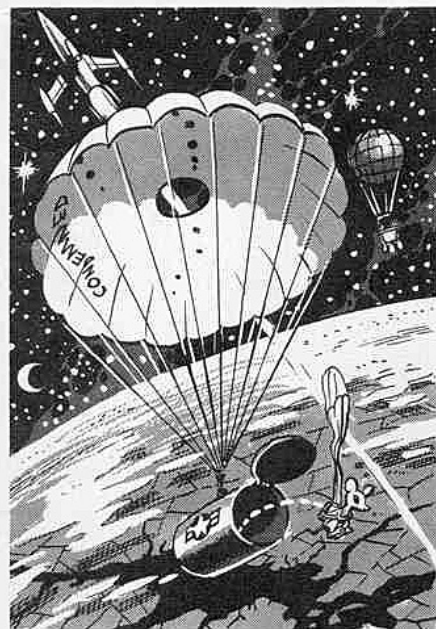




**FILM STRIP** (enlarged above) was made just as Aerobee rocket attained maximum height of trajectory. In first frame (left), F. F. Ferris is submitted to a

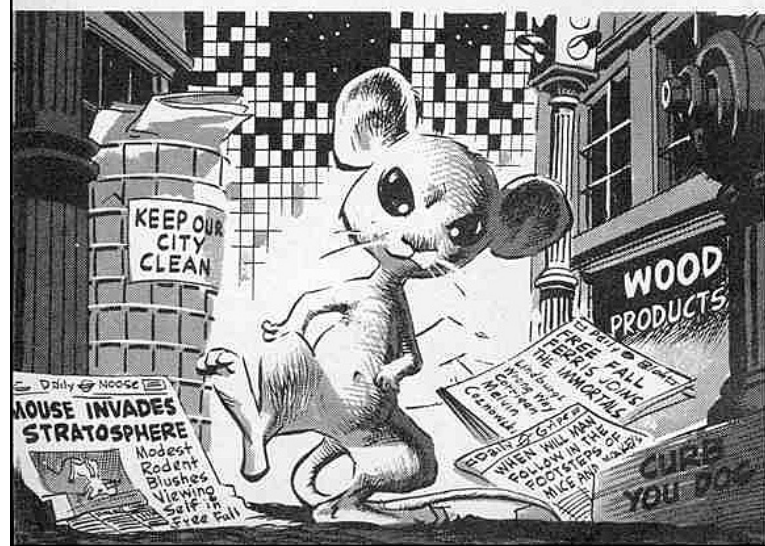
state of weightlessness, or zero gravity, in second frame (center), he floats free within his compartment, unable to control his movements normally, having

lost sense of direction, orientation. In third frame (right), zero gravity has Ferris falling up. Fourth frame, (not shown) has Ferris throwing up . . .



At mathematically calculated zenith of flight, trigger mechanism releases compartment containing Ferris and valuable instruments used to record psychological and physiological

reactions of subjects. Those scientists, they think of everything. Those scientists, they got dandy slide-rules. Those scientists! Boy! They forgot about ditching the monkeys!



This, then, is our plea for recognition of Free Fall Ferris and his valiant, patriotic sacrifice for his country, above and beyond the call of duty. Fifty miles above and beyond! The President might have cited Ferris personally but the Mouse-Trap Trust had too strong a Washington lobby.

So if you see F. F. Ferris staggering and weaving down your street, please be kind. He is not drunk, just plain stratosphere-happy. Remember, when you see him, that he is an unsung hero. Remember to write your congressman, requesting a monthly 100% total disability check for this red-blooded rodent whose services helped make the Air Force space-wise. Remember to say that you read it in MAD. Then remember to get out of town!

END



# SCENES WE'D LIKE TO SEE

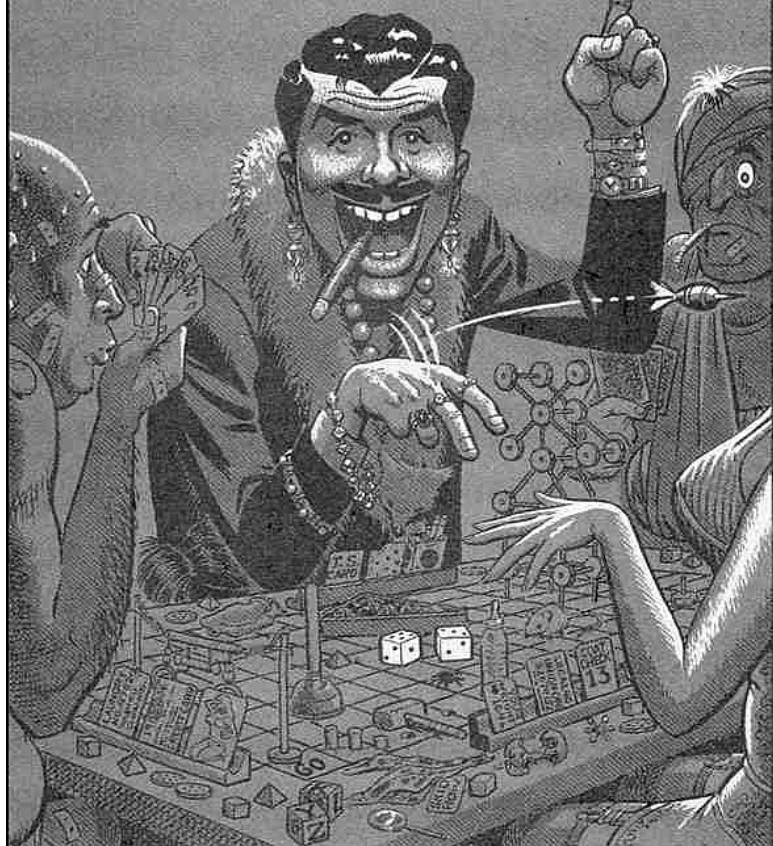
The Runaway Stagecoach



*Intenlandi*



# GRINGO



Mr. Ernie Kovacs, foremost GRINGO player is shown in the process of shouting "Gringo!" three times, as his "roundee" lands in the "High Roller Bonus" square.

GRINGO, which Mr. Kovacs himself introduced to the Western Hemisphere, promises to be the hottest parlor game since Monopoly, Scrabble and Lotto.

On our right is the directions sheet extracted from a set of GRINGO. A careful reading will give you a clear idea of what the game is all about... and what will be plainer still is if you had one grunch but the egg-plant over there.

PICTURES BY WILL ELDER

## DIRECTIONS

© ERNIE KOVACS

### IN EACH BOX

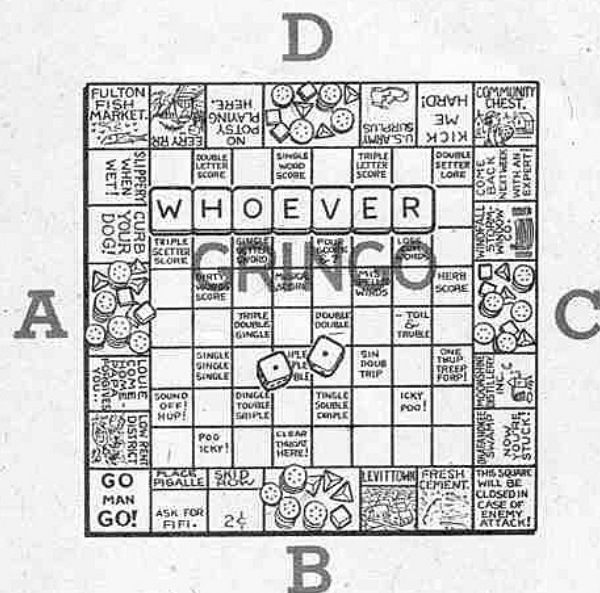
- 27 Small red squares which are called **Enchiladoes**
- 13 Blue, plastic triangles called **Blue, plastic triangles**
- 17 Perforated disks, called "**Roundees**"
- 113 Yellow darts
- 113 Green darts
- 113 White darts
- 2 Orange darts
- 1 Deck of playing cards with pictures of former mayors of Hong Kong from the **Ming Dynasty** to the present era
- 1 Large **GRINGO** board with automatic lazy susan

### HOW TO PLAY

Any number of players may play **GRINGO**... two, three, four, seven, eleven, thirteen, one hundred and forty-four... whole towns have been known to play.

### TO START THE GAME

The player who rolls the **highest** number on the eleven pairs of dice goes **First**, he rolls the same dice (with the exception of the one pair



- 1** Player **A** puts roundees, triangles, and enchiladoes on board. Dice roll is 2 points, **A** loses turn.



# FOR PLAYING GRINGO

marked **High Roller First**. As this pair is only included in determining who is first.) After totalling his score on **PENCIL and PAPER**, he takes an **Enchilado** and moves it the corresponding number of squares on the **Gringo** board. He then rolls again, this time the pair of dice marked **High Roller First** may be included if his **Enchilado** landed on the square marked **HIGH ROLLER BONUS**.

## ROUNDEE MOVE

On this roll he moves his **BLUE**, plastic triangle according to his total and moves a **Roundee** (The Perforated Tile Disk) two and a half times one quarter the distance the total of the distance of the **Enchilado** and the **Blue**, Plastic Triangle, unless the player on his **RIGHT** throws a Green dart in the air, shouting **GRINGO** three times, in which case player number one must move the **Enchilado** and the **Roundee** four times the cube root of the sum he throws, this is a special throw, on the dice marked **HIGH ROLLER FIRST**.

## THIRD GRINGO RULE

He then moves his **Roundee** correspond-

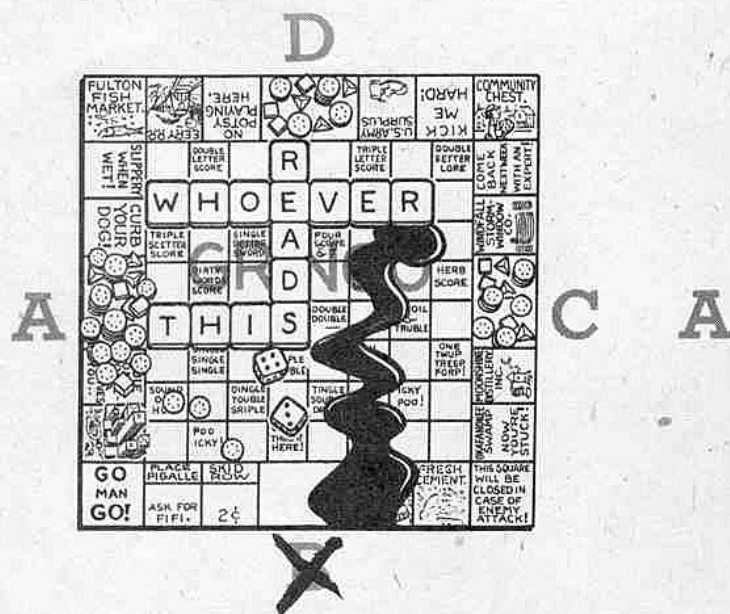
ingly, unless the Green dart thrown by the player to his **RIGHT** landed before the third **GRINGO**. If the Green dart landed on the **SECOND GRINGO**, player number one moves his **Roundee ONE QUARTER** way round the board **PROVIDED** the player to his **LEFT** does not call out the name of one of the **Hong Kong Mayors** as he throws a **YELLOW** dart into the air on the first **GRINGO** shouted by the player to the **RIGHT** of the first player.

## FREE THROW

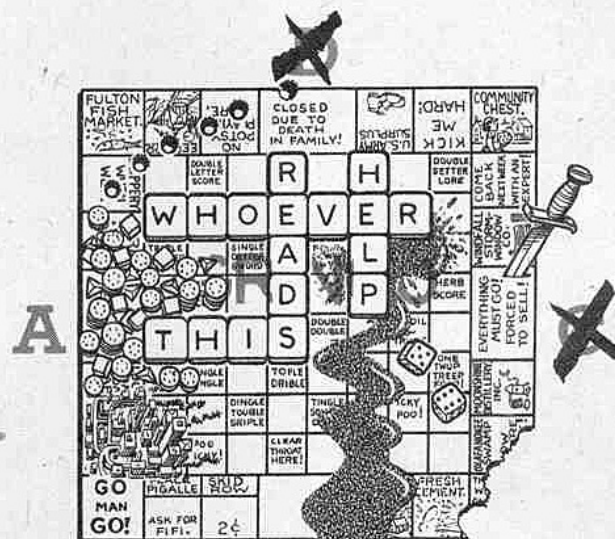
This is standard procedure on first roll with **ONE EXCEPTION**: if the name of the **Hong Kong Mayor** called out by the player to the **LEFT** with the yellow dart starts with the letter "B," then, all must roll again and move their **Roundees BACK two spaces**, unless of course, their **Blue**, plastic markers are on a square marked **Omit Hong Kong Mayor "B"** penalty, in which case, the player whose **Blue**, plastic marker is on this **Omit Hong Kong Mayor "B"** penalty square gets a free throw with a white dart, eliminating **ANY** player from the game he happens to hit.

## EXAMPLES OF GRINGO MOVES

Players represented by A, B, C, D.



**2** Meanwhile, **B** pulls out with **A's** roundees, triangles and enchilados and is thus eliminated by **A**.



**3** **C** and **D** roll straight sevens winning all of **A's** roundees, etc. However, **A** eliminates **C** and **D**.

Where can you buy "Sun Pictures"?





# New Designs in TELEVISION SETS

## IMPROVED TUNING CONTROLS MAKE WATCHING T.V. LESS WORK

Yes, indeed . . . if you are one of those television watchers who are continually bothered by the leaping around you have to do to adjust and control your set, there's good news ahead! Today's latest T.V. designs cut all the strenuous work you have to do to watch television, radically. For instance, there's no more bending to get at

controls with easy to reach top touch tuning.

Too bad for little people.

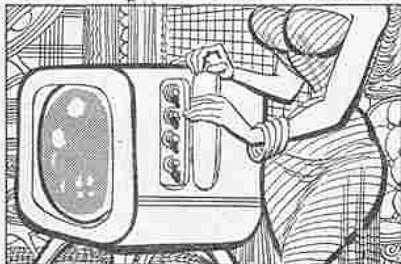
Then there's remote control where you won't even have to leave your seat. Now you can lay like paralyzed all evening. Now you can *die* and no one will know.

Here then, are details of what we're talking about.

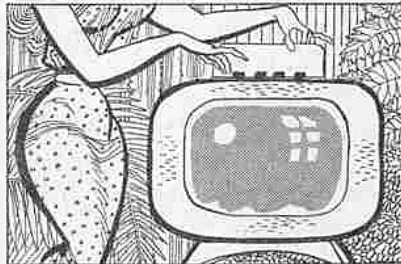
PICTURES BY JACK DAVIS

## T.V. sets come with controls in a variety of locations

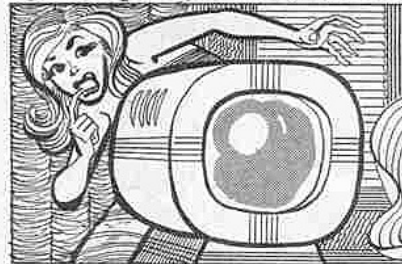
**CONTROLS PARTLY HIDDEN** on side. Panel drops to conceal controls.



**CONTROLS PARTLY HIDDEN** on top sink out of sight when not in use.



**COMPLETELY HIDDEN** controls out of sight completely. Yes, no controls.

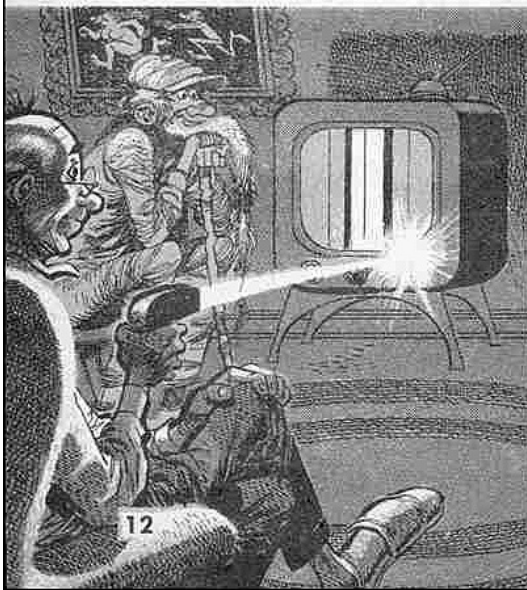


## Most exciting device of all is a novel remote control

**THE MOST NOVEL** device by far is an electric eye 'gun' which switches your picture on when fired at the set.

**THE ELECTRIC EYE 'GUN'** can be used also for changing and regulating channels, when aimed and fired at set . . .

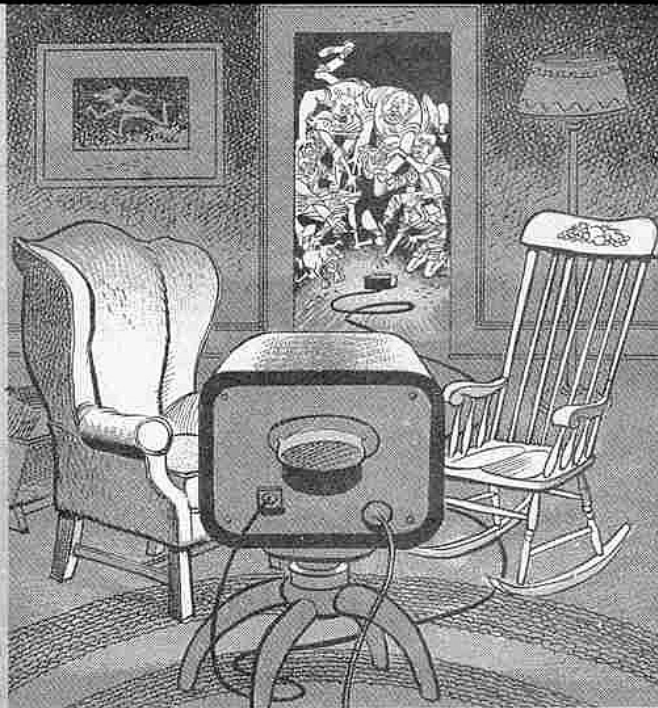
**THE ELECTRIC EYE 'GUN'** banishes annoying problem of inconsiderate station switching when fired at junior.







**OLD FASHIONED CONTROLS**, because they are within reach of all members of the family, often create annoying problem of fights for controls in front of television set.

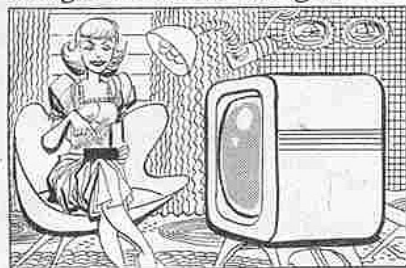


What ever happened to Roy Cohn?

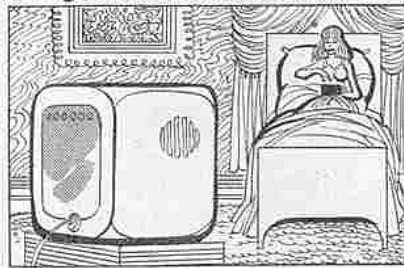
**NEW FASHIONED CONTROLS** cleverly solve problem of fights for controls in front of the television set. With remote controls now everybody fights in the next room.

... on top, on side, on bottom, inside bureau drawer

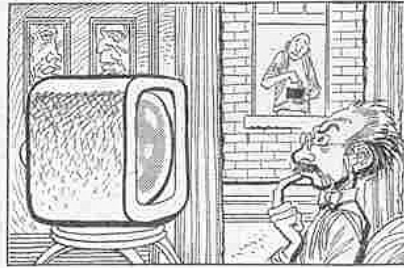
**REMOTE CONTROLS** allow station changes without touching set ...



**REMOTE CONTROLS** allow station changes from across the room ...



**VERY REMOTE CONTROLS** allow you to change neighbor's stations ...



'gun' that tunes in set by shooting out a beam of light

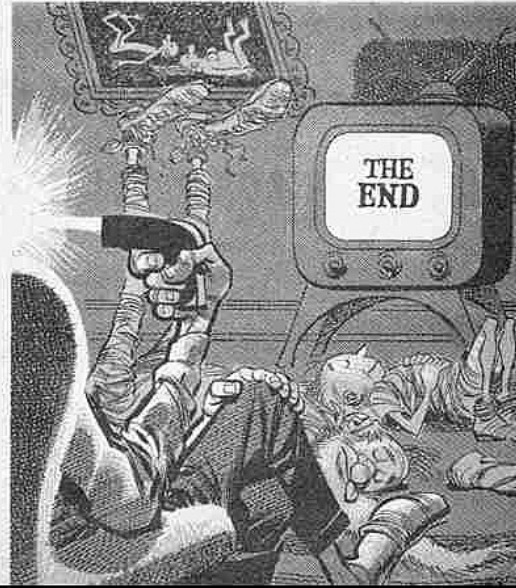
**THE ELECTRIC EYE 'GUN'** can be swung and brought to bear freely to handle opposition when fired at gramp.



**TRUE, THAT A POOR UNSTEADY AIM** and poor marksmanship can pose a problem in turning off your T.V. set.



**HOWEVER, THIS PROBLEM** is swiftly remedied as electric eye 'gun' shuts off *everything* when fired at self.







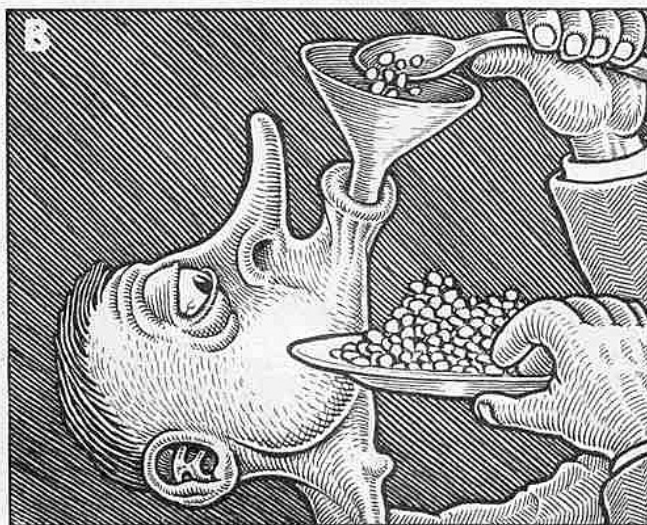
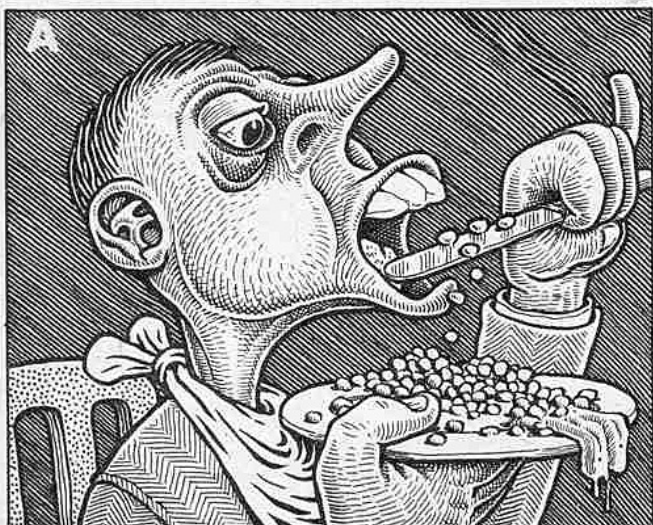
This next informative article is directed primarily at clods who got no table manners... which means practically everyone will be interested in this informative article, mainly because practically everyone who reads MAD is obviously a clod.

To teach you correct table manners, we have called upon an ex-clod (he's no longer a clod since Life magazine accepted his work), Basil Wolverton. Here's your chance, then to learn table manners by attempting to answer the following...

# Dining Etiquette

# QUIZ

**QUESTION: WHICH IS THE ACCEPTABLE MANNER OF EATING PEAS, (A) OR (B)?**



**ANSWER: (A) BY ALL MEANS. JUST BE SURE KNIFE IS MAGNETIZED AND PEAS ARE COOKED IN IRON FILINGS. FORMERLY USED FUNNEL METHOD BECAME SOCIALLY TABOO AFTER THE DAY ALFRED E. NEUMAN SWALLOWED ONE.**

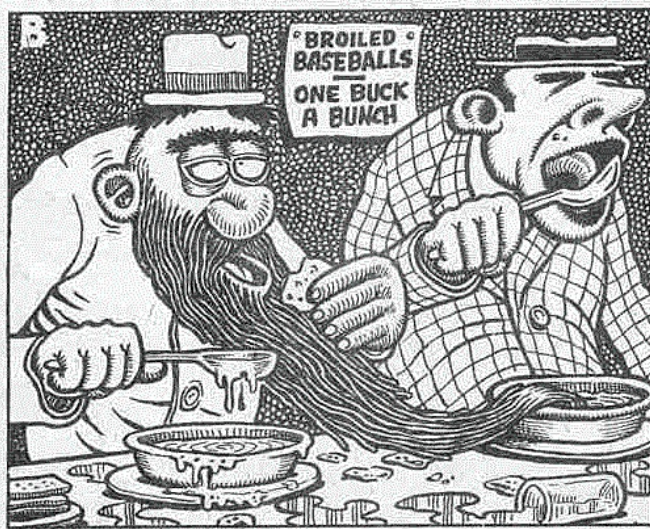
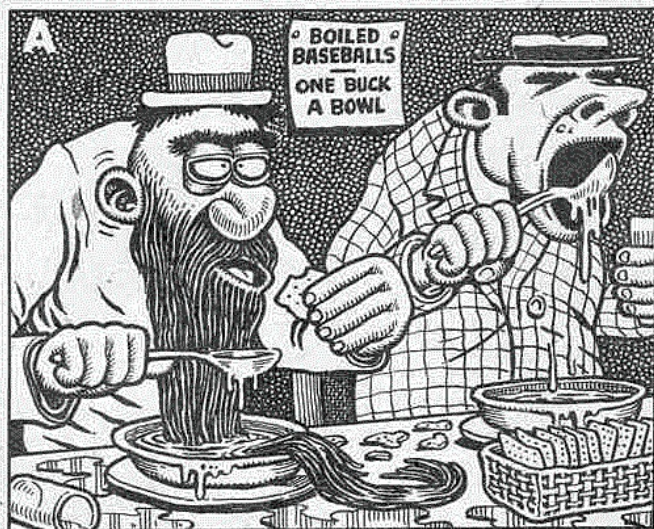
**QUESTION: WHICH IS THE PROPER MANNER FOR DISPOSING OF SCRAPS, (A) OR (B)?**



**ANSWER: SCRAPS THROWN ON FLOOR CAN CAUSE WAITER TO SLIP WHILE BRINGING DESSERT. PROPER MANNER, SHOWN IN (B) IS TO SHOVE SCRAPS INSIDE SHIRT. YOU MAY GET A GREASY ABDOMEN BUT YOU'LL SAVE ON NEXT MEAL.**

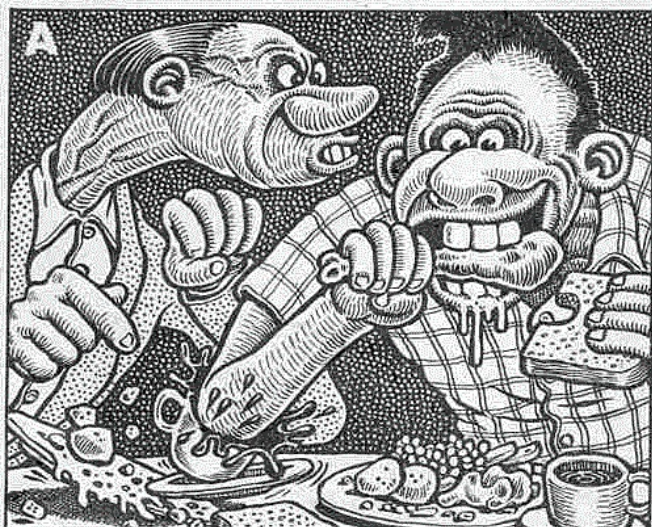


**QUESTION: WHAT SHOULD BE DONE WITH YOUR LONG BEARD WHILE EATING?**



**ANSWER:** NEVER BE INCONSIDERATE LIKE BEWHISKERED CLOD SHOWN IN (B). PROPER PLACE FOR BEARD IS IN OWN PLATE. ALSO, YOU MAY BE ABLE TO CON AN EXTRA SERVING BY COMPLAINING OF A HAIR IN YOUR FOOD.

**QUESTION: IF YOU MUST, WHICH IS THE PROPER WAY TO LEAN ON ONE'S ELBOW AT TABLE?**



**ANSWER:** THOUGH MAYONNAISE-DRENCHED LEAFY SALAD IS SOOTHING AND COOLING, SCALDING HOT COFFEE WILL GET ELBOW CLEANER. THEREFORE, IF YOU MUST LEAN ELBOW ON TABLE WHILE EATING, (A) IS PREFERABLE.

**QUESTION: WHICH IS THE DESIRABLE METHOD OF OBTAINING FOOD WITHOUT ASKING FOR IT?**



**ANSWER:** IF YOU DESIRE A PARTICULAR DISH, PULLING IT TO YOU WITH TABLECLOTH AS IN (B) IS EASIER AND MORE DESIRABLE. REACHING FOR GRUNCH WHEN EGGPLANT IS OVER THERE MAY RESULT IN YOUR STRAINING TENDON.





And now, MAD reviews the picture that's all about the problems of men who wear flannel suits and commute to the city every morning by train. If you wear a flannel suit and commute to the city every morning by train, you know all about these problems. You know all about how before you catch that dirty old 8:36 every morning, you're the man in the clean white flannel . . . but, after an hour on that dirty old 8:36, by the time you reach the city, you're...



# "The Man in the Soot-Gray Flannel"

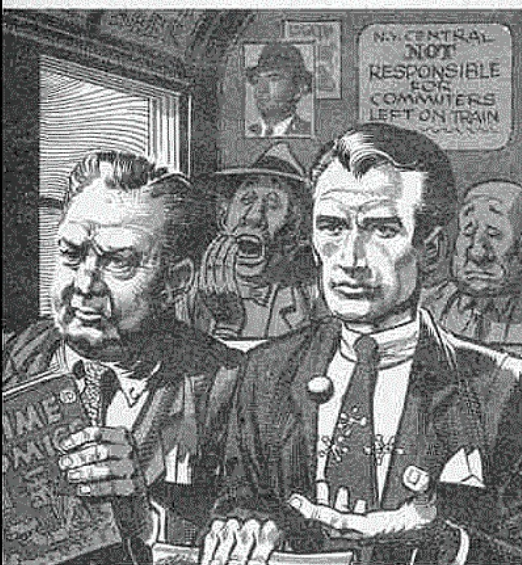
Pictures By Davis



**OPENING CREDIT** (title of picture) appears on Cinemascope screen superimposed over familiar figure of the man in the soot-gray flannel. Then, as

each credit follows, another familiar figure of a man in a soot-gray flannel is added. Final credit (above) shows fourteen familiar figures of men in

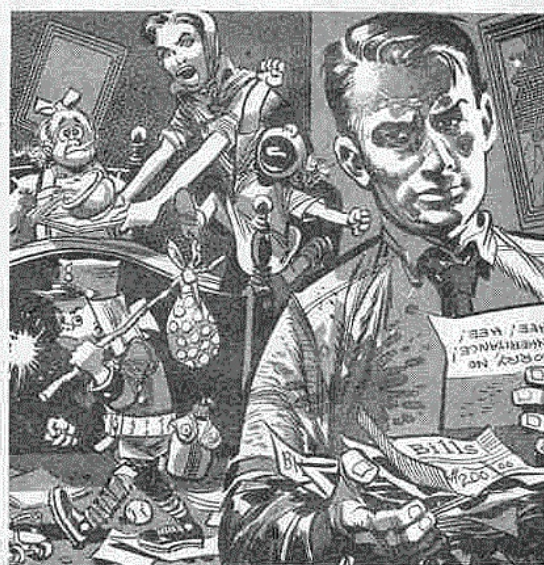
soot-gray flannels lined up. Line-up of men in soot-gray flannels symbolizes familiar problem of suburban commuter. Dirty old 8:36 is late again.



**PICTURE STARTS** with dull scenes of typical everyday suburban life. Tim Wrath (played by Greg Peckory) chats idly with fellow commuter, (played by Gene Lockjaw) on way home to Westport. Right away, picture looks boring.



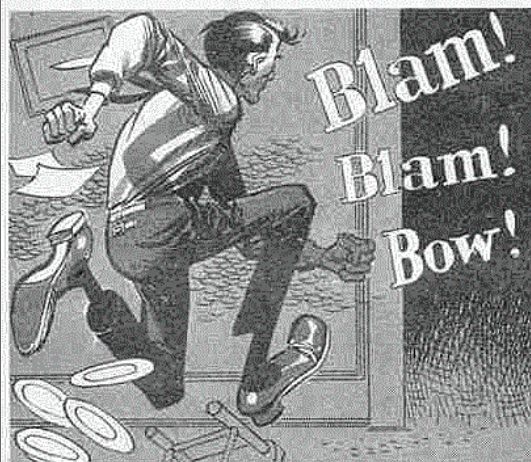
**WRATH'S WIFE** (played by Joan Jennifer) accurately portrays typical suburban wife by waiting at station in family car, by driving tired husband home, and mainly by nagging and complaining to him. By now, you're getting sleepy...



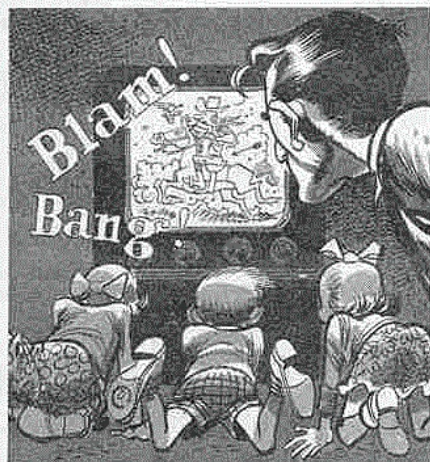
**WRATH'S ARRIVAL** at home is marred by usual bad news. Washing machine is broken, daughter is sick, son is running away, and inheritance is gone. By now, audience is almost gone. Who can take this depressing slice-of-life type stuff?



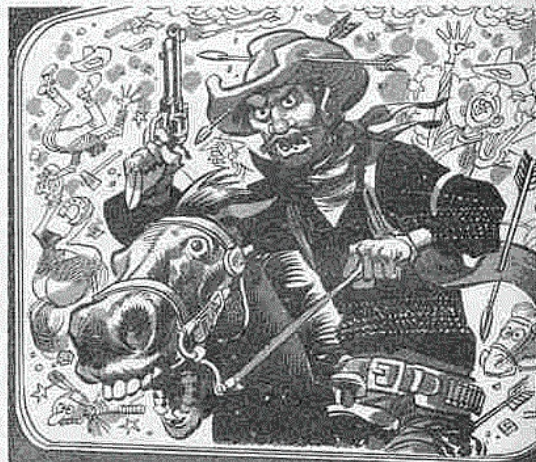
# WHAT SEEMS LIKE OTHERWISE BORING PICTURE IS SUDDENLY SAVED BY CLEVER GIMMICKS



**SUDDEN** startling sound of gunfire interrupts ordinary dull scene in Wrath kitchen and brings movie-goer to edge of seat as Tim dashes hurriedly into living-room to see what's happening...



**WRATH'S** concern is not for what's happening to children in living room, but for what's happening on family TV set in living room where an exciting Western drama is going at full blast...



**EXCITING** Western drama is actually gimmick to break monotony and insert a little action. As clever producers well know the public can't take too much *slice-of-life* stuff without a little action.



**SUDDEN** dramatic music interrupts ordinary dull scene on train and brings movie-goer to edge of seat as Tim shows shocked expression at seeing fur collar on heavy coat worn by fellow commuter.



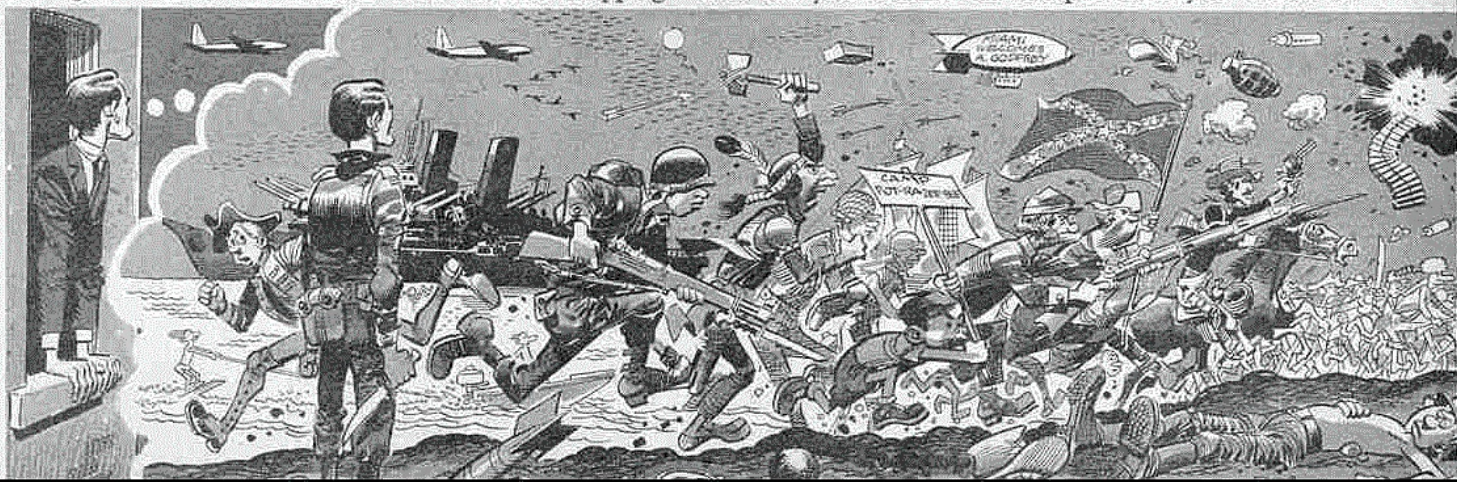
**WRATH** is shocked at sight of fur collar on heavy coat worn by fellow commuter mainly because here it is July and everyone else on train is sweating it out in their soot-gray Summer flannels.



**OUT-OF-PLACE** heavy coat is actually gimmick to introduce flashback of time Wrath slit German soldier's throat for similar coat. By George, this gory scene makes up for those ordinary dull ones.

**SUDDEN SOUND** of plane interrupting ordinary dull job-try-out scene is actually gimmick to introduce another flashback, of big Pacific island invasion with aircraft dropping

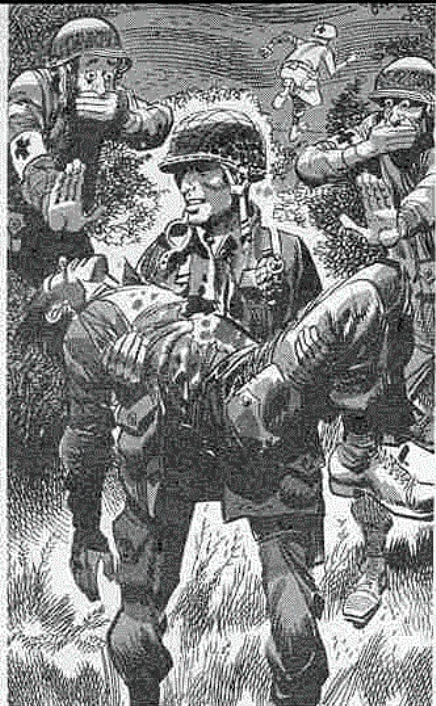
paratroopers, battleships firing broadsides, bombs blowing up and plenty stereophonic noise, which is all a calculated trick so's you couldn't fall asleep even if you wanted to.







**BIG WAR** flashback shows Wrath tossing fragmentation hand grenades at enemy soldiers. Unfortunately, his aim is bad and he blows up his best friend.



**REST OF SCENE** shows Tim carrying his best friend all over island, from medic station to medic station stubbornly insisting he's not dead...he's not dead...



... **EVEN THOUGH** he's all bloody and smashed up and *rigor mortis* has set in. By George, come to think of it, this picture gets pretty exciting after all!

**IN FACT**, with flashback of Wrath's down-to-earth wartime romance with Italian girl, Rosa (played by Maria Parmesan),

picture gets plenty stimulating. Like forinstance they lay on ground, talk about *Spam*, which stimulates your appetite.



## STIMULATING LOVE SCENES REFLECT "DOWN-TO-EARTH" APPROACH



**PICTURE ENDS** on 'down-to-earth' note with another stimulating love scene as Wrath tells wife of wartime affair in

Rome, and she runs sobbing from the house. Wrath brings her down to earth with a well-placed 'Ivy-League' tackle.




## Collector's Dept

All kidding aside now, the following 100-year-old drawings were made in Germany (West Germany to be sure) and translated by our German correspondent for our own collection of

# RARE OLD CARTOONS

Our correspondent writes:

*Wilhelm Busch, der feller vhat drew dem pictures ve is printing here, vas drawing also "Max und Moritz," vchich vas made over here into der "Hans und Fritz," der Katzenjammer Kids. Zo you zee, ve ain't der only bummers vhat is snitchin' der material from dis here Wilhelm Busch.* 

*Der story is der type for der younger children, und is teaching der children to be gut und nize und eferyting like das.*

*Read it to der children.*

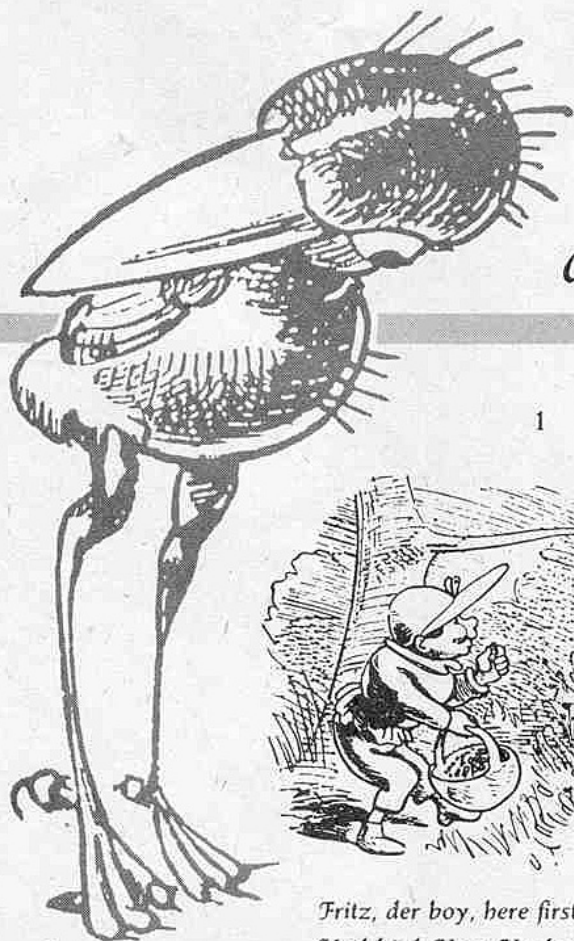
*Better . . . let dem read it to you.*



Max und Moritz



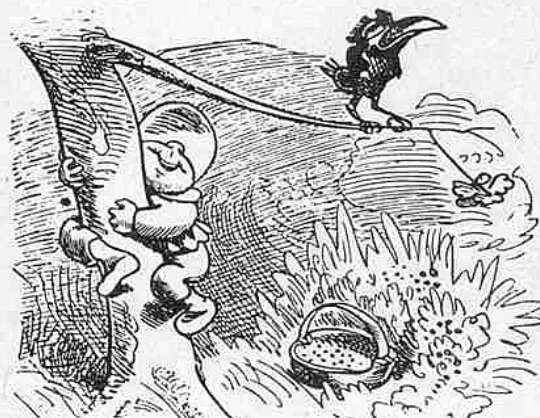
Wilhelm Busch



## Hans Huckerbein der young hard-luck Raven



*Fritz, der boy, here first you see,  
Und bird, Hans Huckerbein, in tree.*



*Und Fritz, like any boy behavin',  
Deciden gotten haven Raven.*

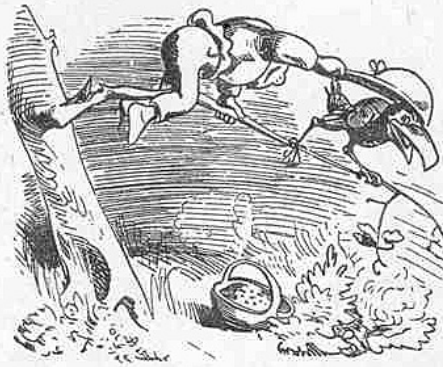


3



Und tinks das bird vbat's to be gotten,  
"In Denmark sumting sure iss rotten."

4



Shlapp! Der Fritz makes mit der cap,  
Sure-fire blitzkrieg Raven-trap!

5



"Und now you Raven gotten are.  
Von't Auntie tink I'm vunderbar."

9



Iss vun ting luffed by Auntie Lotte.  
Blackberry Heidelbeerkompotte.

10



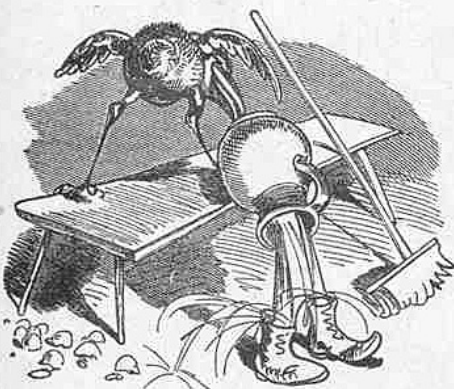
But from das Raven's nose und foot,  
Der luffy kompotte ist kaput.

11



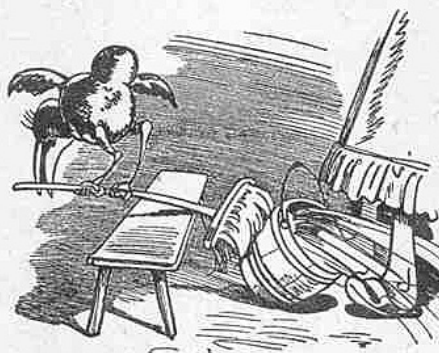
Der Auntie comes mit yells und bitten.  
Iss Huckerbein der dish ge-quitten.

15



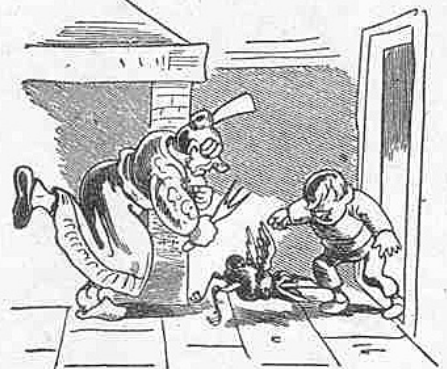
You know der beer was in der pot?  
Now der shoes der beer has got.

16



You know der pail was full mitt slop?  
Iss pushed on Auntie mit der mop.

17



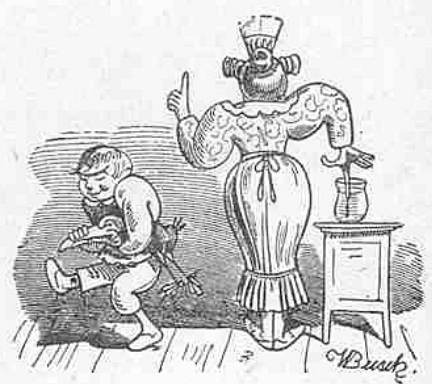
Und now, for all dem tings he's kicken,  
Dot bird he's going to get a sbticken.



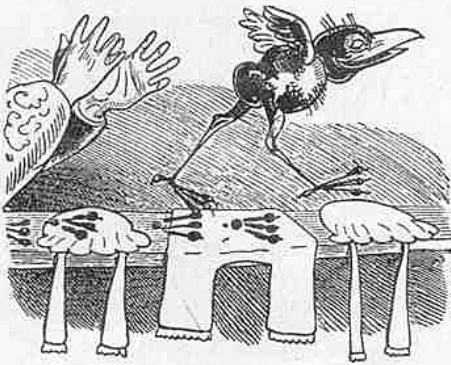
From oudt der door shpeaks Auntie Lotten,  
"My, zuch a luffly bird you gotten."



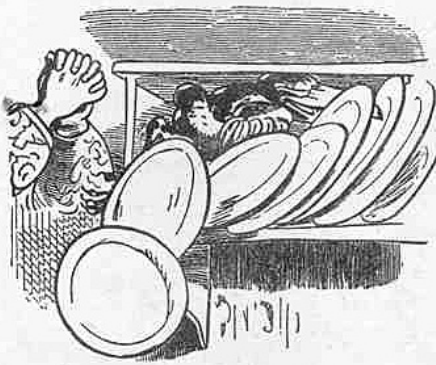
Und efen vhile der Aunt recites,  
Ker-Schnapp! Der bird der finger bites.



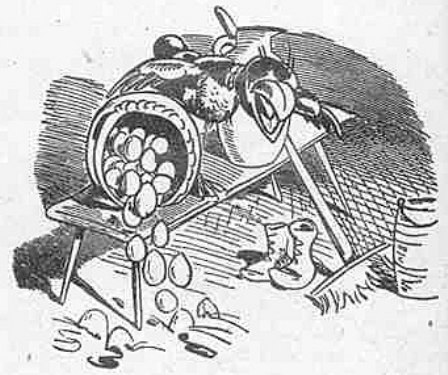
"Ach", shpeaks der Aunt, "Dass isst not gut,  
Him hurting me der finger should."



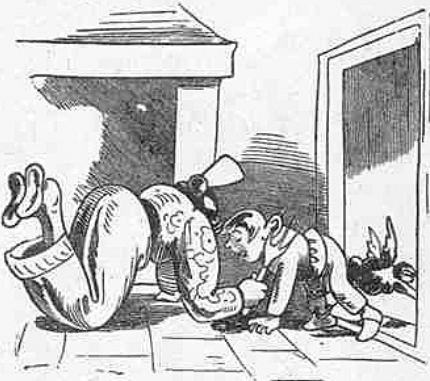
Und vhere he makes der footprints best  
Iss on der laundry, fresh ge-pressed.



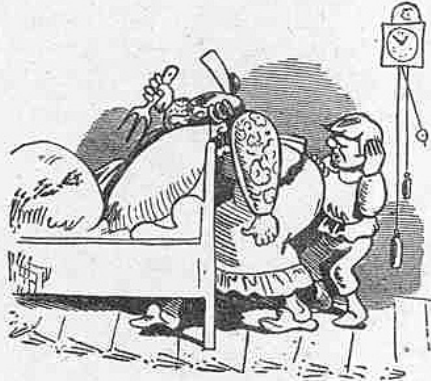
Up der sideboard full mit plate'n.  
Plate'n . . . bird anbiallate'n.



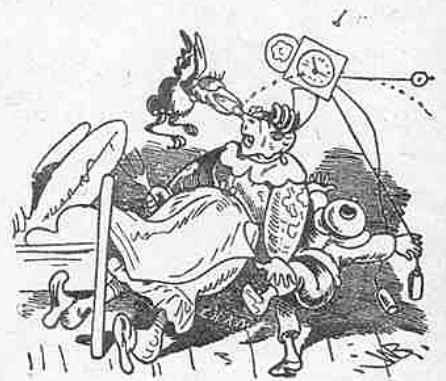
Kicks egg basket mit der leg.  
Issn't vun unshcrumbled egg.



But shticken nefer bird permits.  
Der Auntie's fork iss shticken Fritz.



Next, Raven iss in bed ge-slapped.  
Iss thinken Huckerbein iss trapped.



Ker-shnapp! From oudt der trap he goes,  
Und shnipplles off der Auntie's nose.

Continued on der next page



21



But now he's heading for der fall.  
Das liquid iss mit alcohol.

22



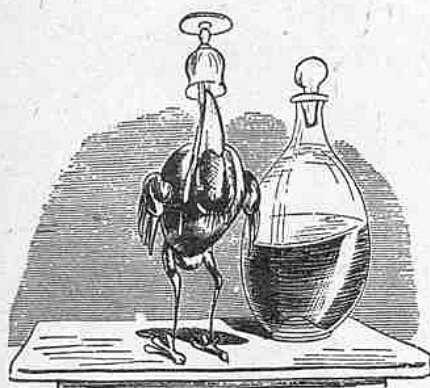
Der head goes up. Der drink goes down.  
Der troubles shtart to aus-ge-drown.

23



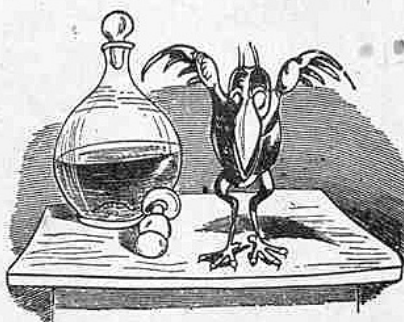
Und zelf-respect mit virtue sink.  
Der beak shticks down annuder drink.

24



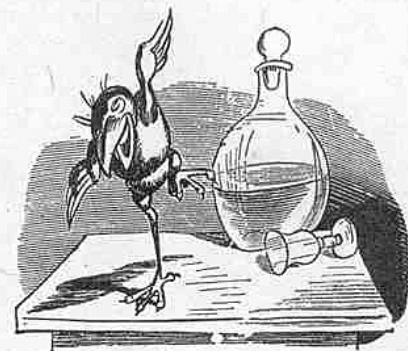
Turns up der bottom to der top.  
Guten to der lasten drop.

25



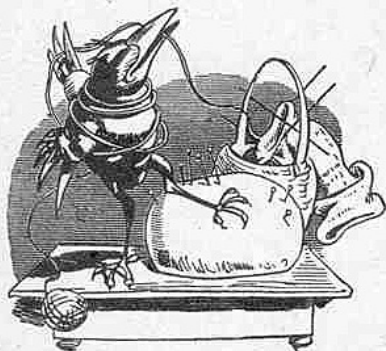
Oh vunderbar! Such choy un bliss!  
Der vorld der Raven's oyster iss.

26



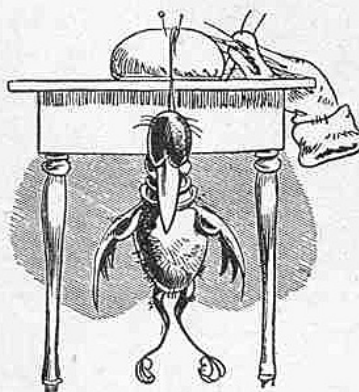
First he's crowing, den he's putten  
Up vun ving und down vun footen.

27



Und der bummer tangles mit-en  
Yarn from Auntie Lotte's knitten.  
22

28



Der neck iss caught in end uf line,  
Der end uf line for Huckerbein.

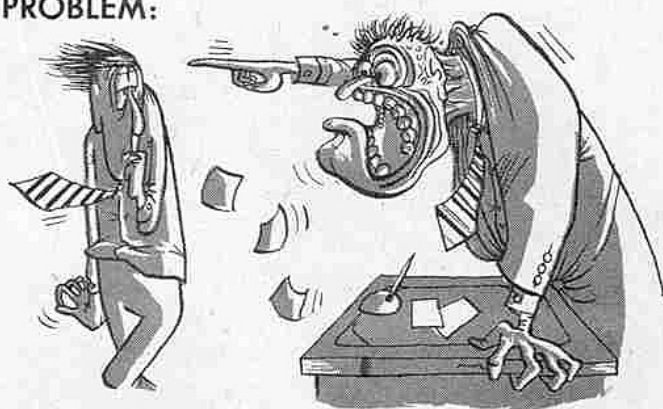
29



"Der badness iss ge-boomeranged,  
Un das ist why he's aus-ge-hanged."



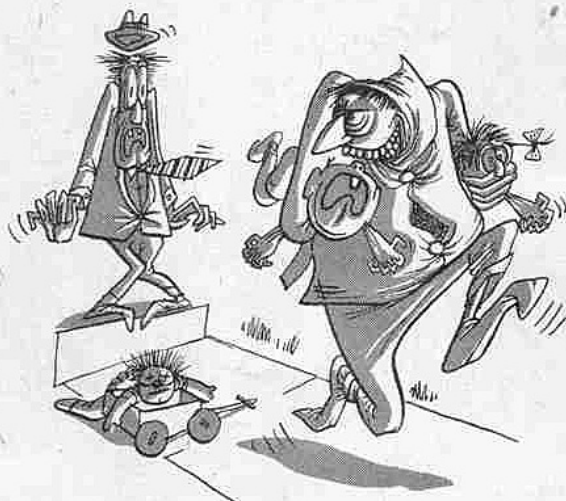
PROBLEM:



Two weeks ago, I was laid off my job . . .



I came home to find my wife in the arms of another man . . .



As I stumbled from the house, I saw my children being carried away by some fiend . . .



On the way to summon the police, I was beaten and robbed . . .



I am cold, hungry and thoroughly depressed. I sometimes say to myself, "If I knew how to tie a hangman's knot, I would end it all!" What should I do?—Anxious

SOLUTION:

PICTURES BY DON MARTIN



Simple! A hangman's knot is tied thusly: right over left, left around right, through and under.  $\frac{3}{4}$  hemp is suggested. Good luck!



# POISON IVY DEPT.





EVERY SUMMER VACATION, MILLIONS OF AMERICAN KIDS JUMP AT THE CHANCE TO DEVELOP SELF-RELIANCE, COMMUNE WITH NATURE, GROW STRONG AND HEALTHY, LEARN TO SOCIALIZE, AND WRESTLE WITH THE PROBLEMS OF GROWING UP. BUT MAINLY, THEY JUMP AT THE CHANCE TO GET AWAY FROM THEIR NAGGING PARENTS FOR TWO WHOLE MONTHS . . . BY ESCAPING TO . . .

# CAMP



IN LATE JUNE, CAMP POT-RA-ZEE-BEE stands freshly painted and repaired, newly equipped, trim and neat . . . awaiting arrival of swarm of eager summer campers. Goodness, another sunstroke season is almost here!

## TYPICAL GOING-AWAY SCENE

at railroad station on first day of camp season with parents crying and carrying on as they tearfully give last minute instructions like "Don't forget to change your socks!"; "Don't forget to wash behind your ears!"; "Don't forget to eat!" and "Don't forget to come home!" Note touching concern over parent's anguish the kids display by completely ignoring them in order to greet old friends, compare equipment, blaze trails, build fires, and generally turn station into a shambles. Yessireeboy, the fun has started already!

## SEWING ON NAME-TAPES IS MAIN PART OF CAMP SEASON'S PREPARATION

Everything gets a name-tape (see below)



PRIOR TO SEASON parents of camp-goer rush around buying required clothing and equipment. Then comes big job of sewing on name-tapes. Everybody in family is put to work sewing on name-tapes. Mama, Papa, Sister . . . even dog, Irving, sews on name-tapes. Couple in formal dress (right, rear) are strangers who only stopped by to ask directions. By George, nobody gets away!

Name-tape neatly sewn on Melvin Cowznofsky's tooth-brush.

Name-tape neatly sewn on Melvin Cowznofsky's tooth-paste.

Name-tape neatly sewn on Melvin Cowznofsky's teeth . . .

Name-tape neatly sewn on a name-tape neatly sewn on a name-tape neatly sewn etc.





## CAMP ACTIVITIES BUILD SOUND MINDS AND HEALTHY BODIES

## NATURE STUDY



**CAMPER COWZNOFSKY** joins outdoors study group using powerful field glasses to learn vital facts of Nature by observing migratory birds in trees overhead, odd animals in woods near by, and strange goings-on at resort hotel across lake. (Yessireeboy, there's plenty vital facts of Nature to be learned that way.)

## OUT-OF-DOORS LIVING



**CAMPER COWZNOFSKY** expresses wonderment upon awakening after spending night under stars. Wonderment is result of hearing dawn stirrings and feeling damp dew, but mainly, wonderment is result of recalling he went to sleep in bunkhouse night before. (By George, those practical jokers again!)

## ARTS AND CRAFTS



**OPPORTUNITY TO DEVELOP** manual dexterity is offered campers by program of arts and crafts. Here, Melvin Cowznofsky proudly displays season project: leather wallet for father, equal in quality to those selling in stores for \$2.50. Actual cost of wallet to Melvin's father, figuring in Melvin's camp fee: \$175.00.

## WATER SPORTS



**SWIMMING AND WATER SAFETY** is taught POT-RA-ZEE-BEE campers by use of "buddy" system. When life-guard blows whistle and yells "buddies!", everybody must splash around and pair up with preassigned companion. (Obviously camper Cowznofsky, searching vainly for drowned "buddy", has not yet learned water safety.)

## DRAMATICS

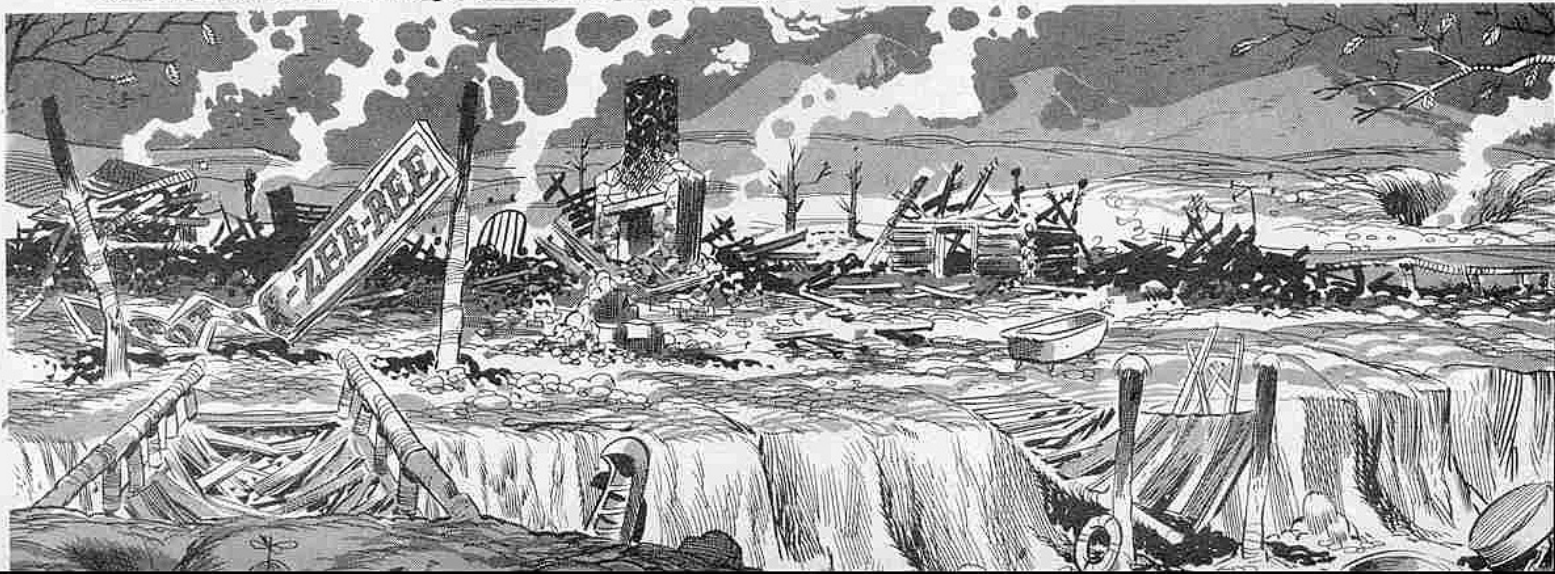


**SELF-EXPRESSION** is learned by campers through participation in dramatics program. Here, Melvin Cowznofsky stages hysterical emotional scene to impress fellow-campers. Hysterical emotional scene being staged mainly because they refused Melvin part in camp play.





**END**





## DO-IT-YOURSELF DEPT.



AND NOW MAD GOES SIDEWAYS AGAIN (ANNOYING, ISN'T IT?) WITH A CLASSY INTELLECTUAL FEATURE FOR YOU READERS WITH IMAGINATION, FOR YOU READERS WITH CREATIVE TALENT...BUT MAINLY FOR YOU READERS WITH PLENTY TIME TO WASTE . . .

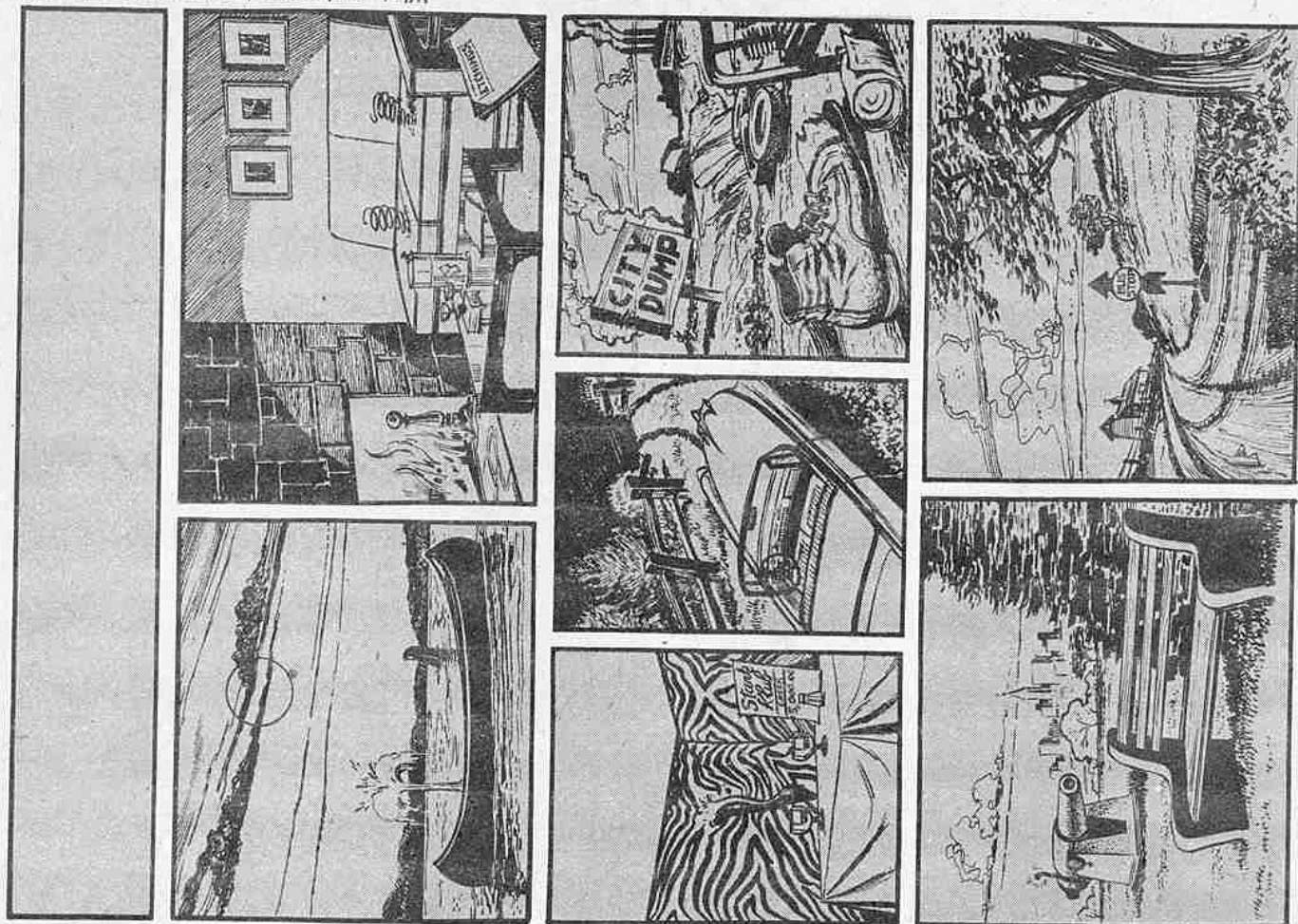
# MAKE YOUR OWN LOVE-STORY

# COMIC

How many times have you read a comic book and said: "Yech-h-h! Who writes this junk?" Hah? How many times? How often have you finished a comic book story and said: "Ph-a-a! I could do better!" Hah? How many times? Well here's your chance, you critical clods. Here's your chance to be a comic book editor, writer, and artist . . . all with the snip of a scissors. Here's your chance to make your very own love-story comic book. *Love-story comic book?* you say. Let's face it, that's the only kind makes money! So, nimble-fingered readers, just cut out your choice of the titles, captions, balloons and figures provided below and paste them down on the page of romantic type backgrounds (supplied left). When you're through you'll be stunned to find that you've accomplished an amazing feat. You'll be stunned to find that you've foolishly destroyed vital reading matter on pages preceding and following this useless article.

**LOVE IS A MANY SPLENDORED FLING**  
**MY ROCK-AND-ROLL ROMANCE**  
*Happiness is a thing called Money*

What ever happened to "Boop-Boop-A-Doop"?





I'LL NEVER FALL IN LOVE AGAIN!  
NEVER! I WON'T LET MYSELF!  
IT'S TOO PAINFUL! OH ... I  
BEG YOUR PARDON! HOW  
CLUMSY OF ME ...

I'VE BEEN SUCH A FOOL ... AN  
UTTER FOOL! I THOUGHT I  
COULD LIVE WITHOUT YOU, BUT  
I KNOW NOW THAT I WAS  
WRONG! I KNOW NOW THAT  
I NEED YOU ... DESPERATELY!  
YOU AND YOUR MONEY!

BUT, DARLING ... YOU'RE NOT  
TALKING SENSE! PEOPLE DON'T  
GET MARRIED THE FIRST DAY THEY'VE  
MET! WE HAVE TO SPEND  
TIME TOGETHER ... GET TO KNOW  
EACH OTHER! TOMORROW WE  
CAN GET MARRIED!

MY DEAREST,  
WRITING THIS LETTER IS THE MOST  
DIFFICULT THING I HAVE EVER DONE,  
BECAUSE YOU KNOW HOW I LOVE YOU ...  
BECAUSE YOU KNOW HOW I NEED YOU ...  
BUT MAINLY BECAUSE YOU KNOW HOW  
I'M 'ILLITERATE'!

THE DAY PASSED SLOWLY, AND WHEN EVENING  
CAME, I WAS SURPRISED TO FIND MYSELF  
IN THE PARK. I WAS SURPRISED BECAUSE  
I THOUGHT I'D LEFT MYSELF IN THE LIBRARY ...

I LOOKED INTO HIS EYES AND I SAW SOMETHING  
THERE THAT I'D NEVER SEEN BEFORE ... SOMETHING  
THAT MADE MY HEART LEAP. MY BLOOD POUND ...  
MY BRAIN WHIRL. ONE OF HIS EYES WAS PURPLE ...

I WANTED TO RUN FROM HIM ... TURN AND  
FLEE FROM THIS MAN WHO STOOD LOOKING  
DOWN AT ME. BUT I COULDN'T. I WAS  
ROOTED TO THE SPOT. HE WAS STANDING  
ON MY WEDGIES ...

SUDDENLY I HAD THAT SAME ODD FEELING  
IN MY HEART ... THAT SAME ACHE ... THAT  
SAME BURNING ... I'D HAD SO LONG ... AGO ...  
THE LAST TIME I ATE PICKLES AND  
ICE CREAM ...

WE KISSED, AND SUDDENLY I WAS SILENT.  
SUDDENLY I COULD NOT SPEAK. SUDDENLY,  
I WAS MUTE. SUDDENLY, MY LIPS WERE  
SEALED ... BY HIS BUBBLE GUM ...

I TURNED AND RAN, WILDLY ... MY EYES  
FILLING WITH TEARS ... BLURRING MY  
VISION ... BLOCKING OUT EVERYTHING.  
THAT'S WHEN I KNOCKED OVER  
THE PUSHCART ...

THIS IS ALL WRONG, DARLING!  
THIS IS MADNESS! HOLDING YOU  
LIKE THIS! KISSING YOU LIKE  
THIS! WHISPERING WORDS OF  
LOVE LIKE THIS! WHAT WILL  
PEOPLE SAY? WHAT WILL PEOPLE  
THINK? AFTER ALL ... WE'RE  
**MARRIED!**

HE ... HE THINKS I'M  
JUST A CHILD ... TOO YOUNG  
TO FALL IN LOVE! BUT HE'S  
WRONG ... SO VERY WRONG!  
**FORTY** ISN'T SO YOUNG!

IT'S ALL OVER TOWN! EVERYBODY'S  
WHISPERING BEHIND MY BACK! THERE  
GOES MY NAME! THERE GOES MY  
REPUTATION! OOPS ... THERE  
GOES MY PHONE ...

IT'S ALL OVER! HE BELONGS  
TO SOMEBODY ELSE! I'VE LOST  
HIM ... LOST HIM FOREVER! IF  
ONLY I'D DONE THINGS DIFFERENTLY!  
IF ONLY I'D DRAWN THAT THIRD ACE!

STOP! YOU'RE CRUSHING  
MY CORSAGE!

OH, I LOVE YOU ... I LOVE YOU ...

OH, DARLING ... DARLING ...

OH, ANGEL ...

OH, NUTS!

CAN IT BE TRUE? IS THIS THE  
SAME LITTLE GIRL WHOSE  
PIGTAILS I USED TO PULL?  
THE SAME LITTLE GIRL I USED  
TO THROW STONES AT? THE  
SAME LITTLE GIRL I ... OUCH!  
WHY'D YOU SOCK ME FOR?

NO! IT ISN'T TRUE! DEAREST  
TELL ME IT ISN'T TRUE! YOU'RE  
HONEST AND CLEAN AND GOOD!  
TELL ME ... TELL ME IT ISN'T  
TRUE ... BEFORE THEY PULL  
THE SWITCH!

ONE QUESTION BEFORE  
YOU GO! HOW'S YOUR  
MOM, ED?

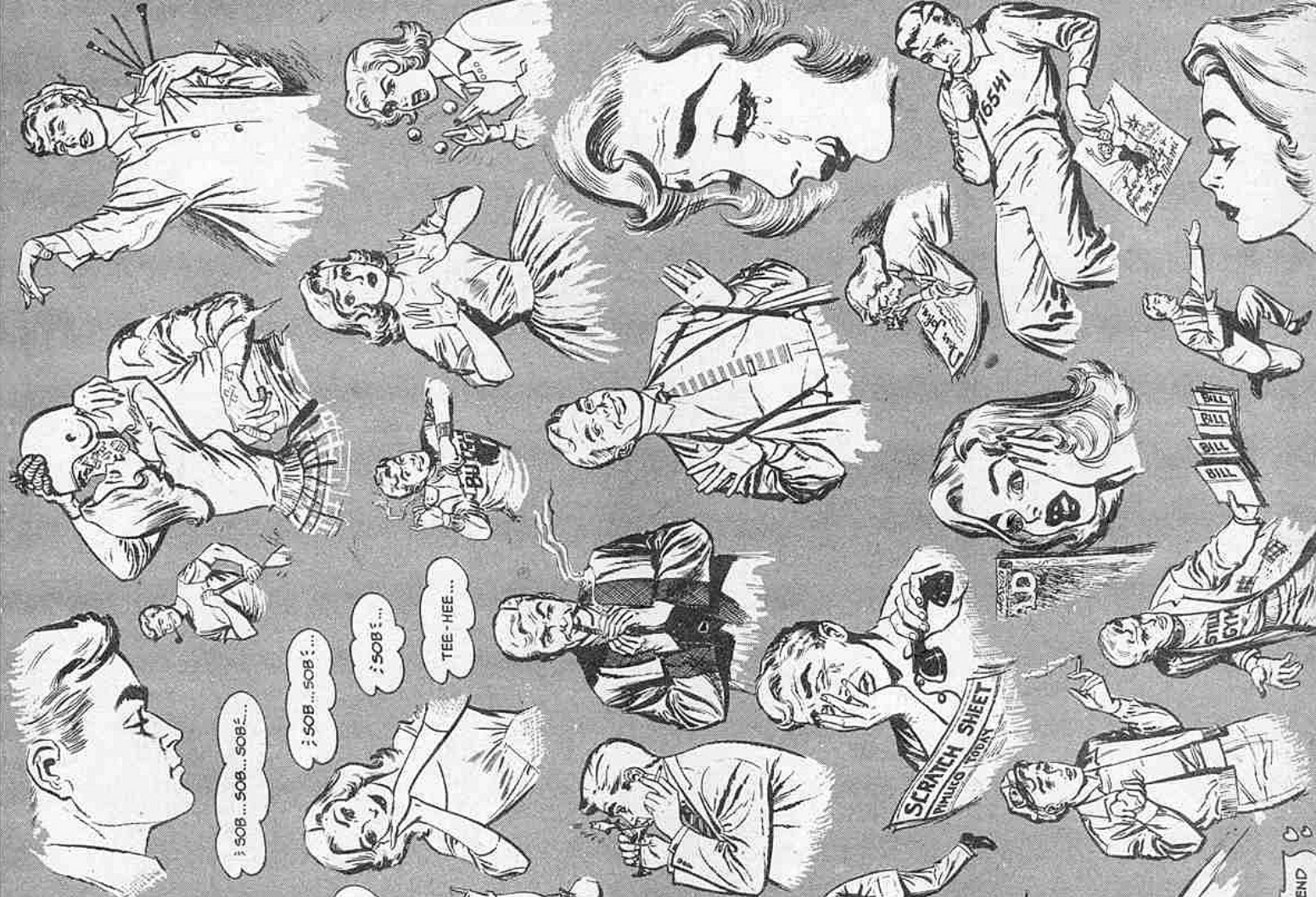
TEE-HEE ...

SOB ... SOB ...

SOB ...

TEE-HEE ...

SOB ... SOB ... SOB ...



THE END

A LITTLE LATER ...

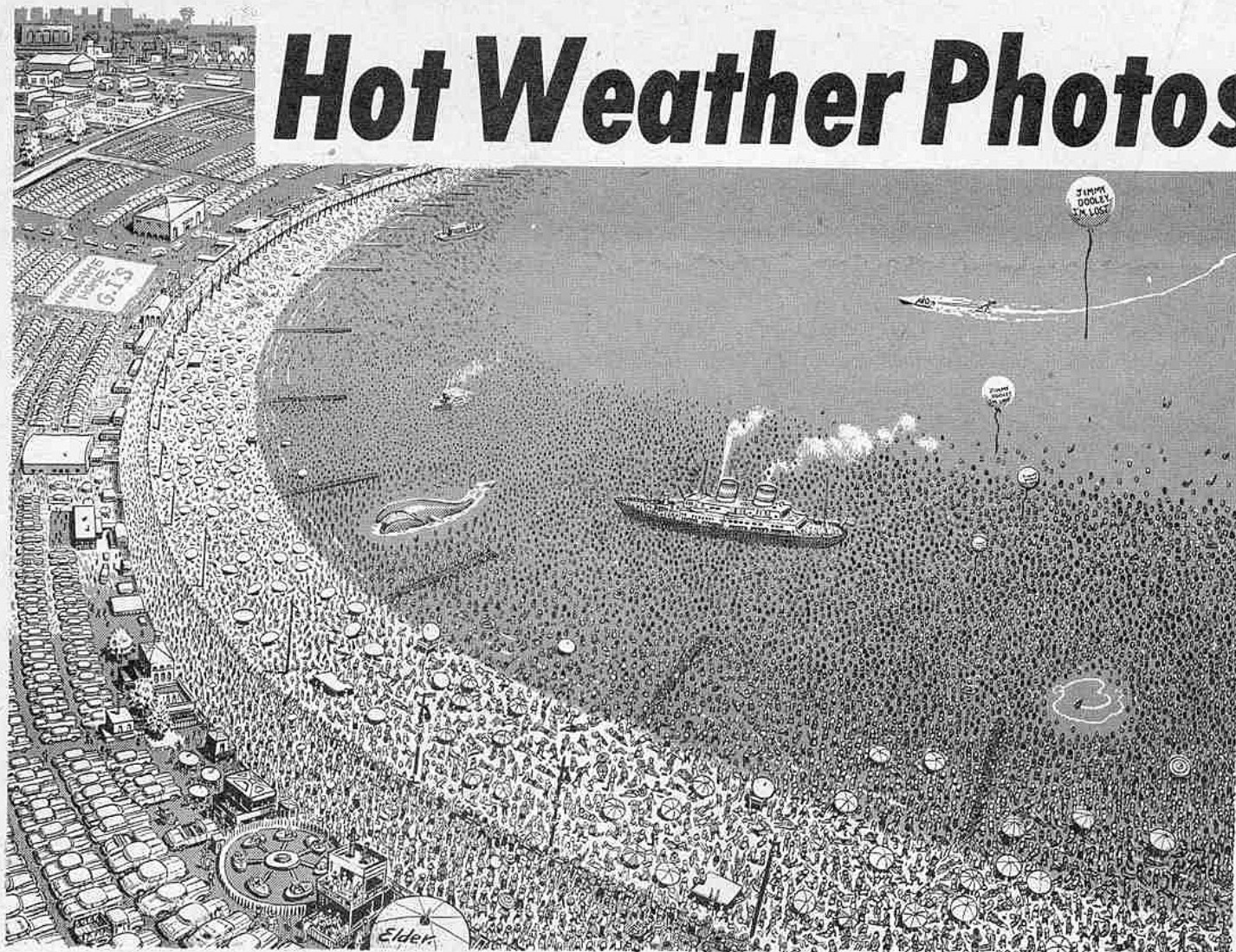
THAT EVENING ...

THE NEXT NIGHT ...

A FEW DAYS AFTER ...



# Hot Weather Photos



(Airview from MAD plane by Will Elder; V. Richtofen, pilot)

Soaring temperatures brought record crowds to beaches. Numerous deaths reported—not from drowning but from trampling.



(MAD foto by Will Elder)

Mort Pestle, pharmacist, marvels at soaring thermometer outside his drug store before he hurries back inside to fight raging fire.



(Daguerrotype by Will Elder)

Hydrant by Pestle Pharmacy becomes cooling fountain as children and firemen gambol through the spray.

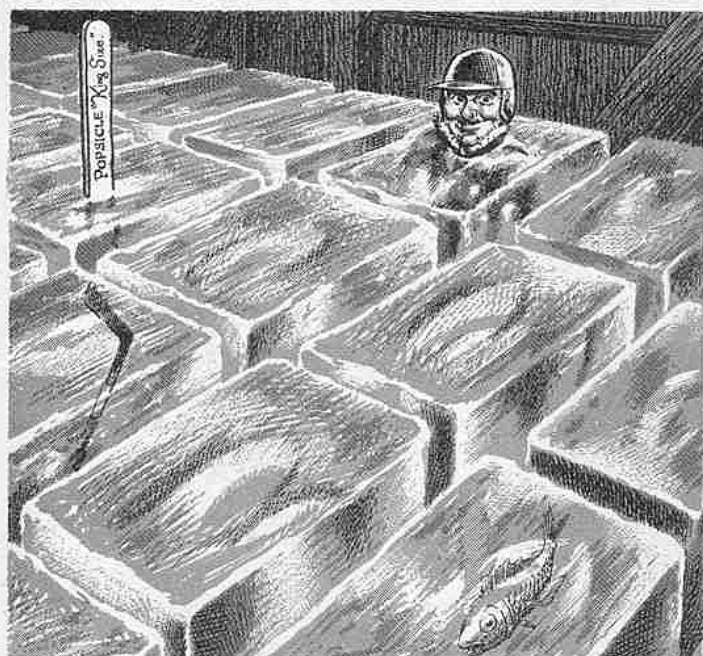


(Box Brownie snapshot by Will Elder)

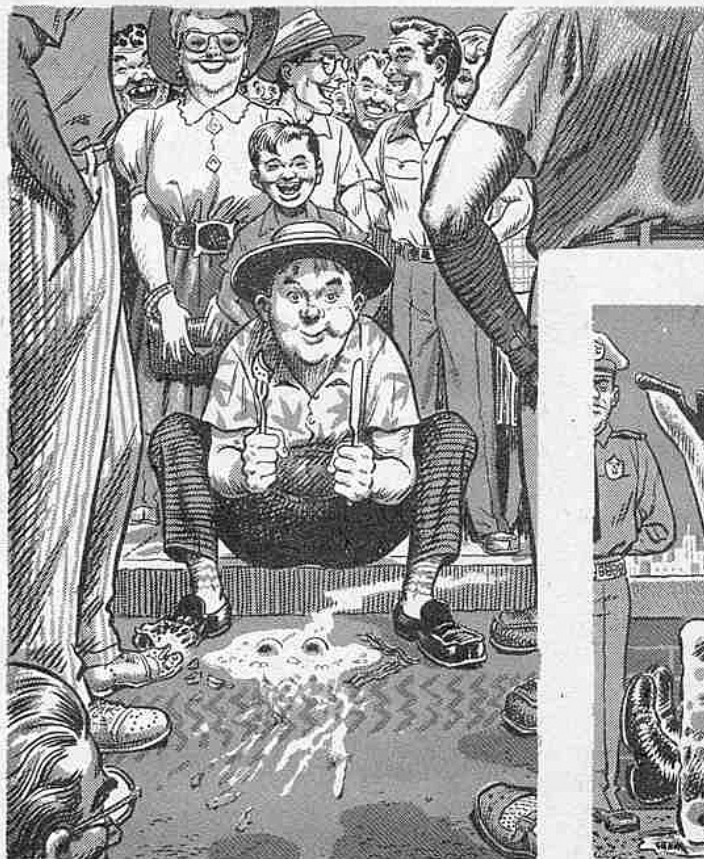
Little Mickey Toonis, found searching, not for parents, but for wiseguy photographer who took his pants away for cute picture.



It never fails! Comes the first hot spell, and newspapers break out with 'hot weather photographs'. Every year, the same old 'hot weather photographs'. Ever alert, ready to take advantage of a situation, and to discourage reading in general, MAD herewith prints examples of all the 'hot weather photographs' you'll ever see for the next fifty years.



Coollest job in town is Sid Lumly's, who works in an ice house. Sid says, "My job ain't so 'hot'... I make plenny *slips* with so much ice around!" Which explains how Sid wound up in ice



(Telefoto by Will Elder)

It was so hot yesterday, you could fry eggs on the pavement. Demonstrating, George Sturdley did just that, along with some bacon, which he then ate, demonstrating his stove was broken.



(Candid camera foto by Will Elder)

Heat sends boys plummeting into river off dock. Excitement on boys' faces is not because they plummet toward relief, but because they plummet to unexpected ferryboat deck...



(Pinhole camera foto by Will Elder)

Lovely Vava Voom, starring in movie 'Gals Over Broadway', keeps cool by melting into cake of ice while singing tune from 'Gals Over Broadway' now playing at your local theatre, go see it. Ah! There's old Sid Lumly again!



## HOBBY DEPT.



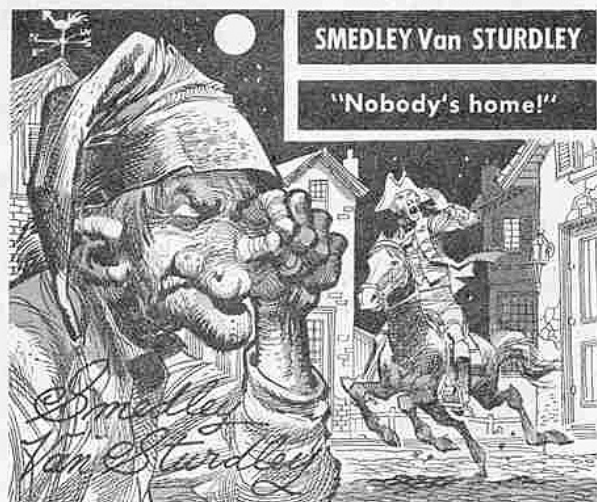
AND SO, ONE PREPOSTEROUS ARTICLE FOLLOWS ANOTHER. EVER DEDICATED TO THE CAUSE OF WIDENING AND IMPROVING ITS SCOPE OF READERS' INTERESTS, MAD NOW OFFERS HOBBYISTS AMONG YOU A RARE OPPORTUNITY. BE THE FIRST IN YOUR NEIGHBORHOOD TO BEGIN THIS EXCITING AND UNUSUAL COLLECTION OF...

# MAD BUBBLE GUM CARDS

You know how all those bubble-gum cards you ever collected up to now have been nothing but portraits of famous national figures, past and present, like for instance famous baseball heroes or famous war heroes or famous western heroes. You know how after a while you get sick and tired of famous heroes. Day after day, gum-wad after

gum-wad, the same old famous heroes. Well, dear readers, here's your chance to get out of the rut. Here's your chance to throw away that dull old collection of corny bubble-gum cards featuring world famous heroes. Here's your chance to begin a dull *new* collection... with this MAD starter-set of corny bubble-gum cards featuring world famous clods.

Anybody hear from Ish Kabibble lately?



**MAD  
GUM  
1**

**SMEDLEY Van STURDLEY**

Oaf  
Concord, Mass.

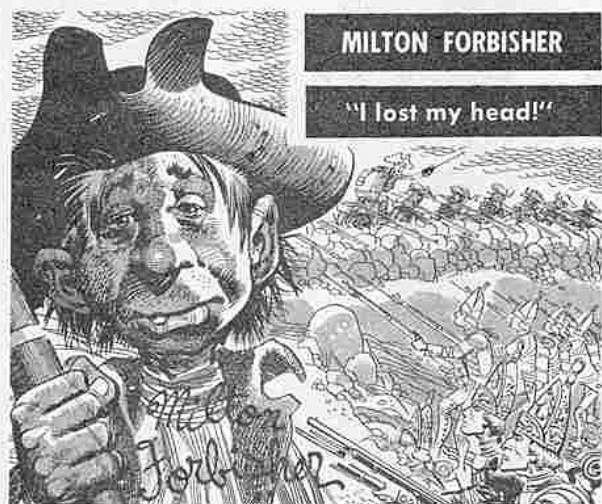
Born: December 5, 1748  
Height: 4'-3"  
Weight: 109

When Paul Revere made his famous ride from Lexington to Concord, arousing the colonists at every Middlesex village and farm and warning them that the British were coming, it was Smedley Van Sturdley who turned over and went back to sleep!

**FAMOUS COWARDS No. 1**

©M.B.G.

Printed in U.S.A.



**MAD  
GUM  
2**

**MILTON FORBISHER**

Minute Man  
Boston, Mass.

Born: October 9, 1752  
Height: 7'-7"  
Weight: 109

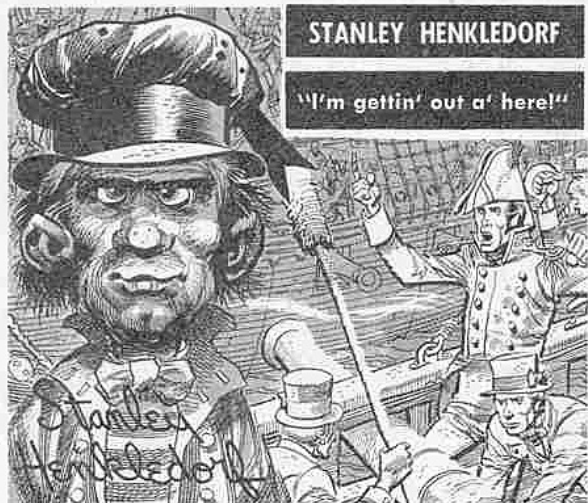
At the battle of Bunker Hill, when that handful of Minute Men made their valiant stand against an overwhelming force of red-coated British regulars, it was Milton Forbisher who panicked and shot before he saw the whites of their eyes!

**FAMOUS COWARDS No. 2**

©M.B.G.

Printed in U.S.A.





**STANLEY HENKLEDORF**

"I'm gettin' out a' here!"

**MAD  
GUM**

**3**

**STANLEY HENKLEDORF**

Born: July 3, 1788

Height: 5'-8"

Weight: 109

Poltroon  
Getzville, N. Y.

During the war of 1812, at the famous naval battle of Lake Erie, when Commodore Perry, in the thick of the fight uttered those immortal words, it was Stanley Henkledorf who heedlessly turned, took to a long boat, and did give up the ship!

**FAMOUS COWARDS No. 3**

©M.B.G.

Printed in U.S.A.



**WALTER N. GOOBER**

"I forget!"

**MAD  
GUM**

**4**

**WALTER N. GOOBER**

Born: August 7, 1808

Height: 6'

Weight: 109

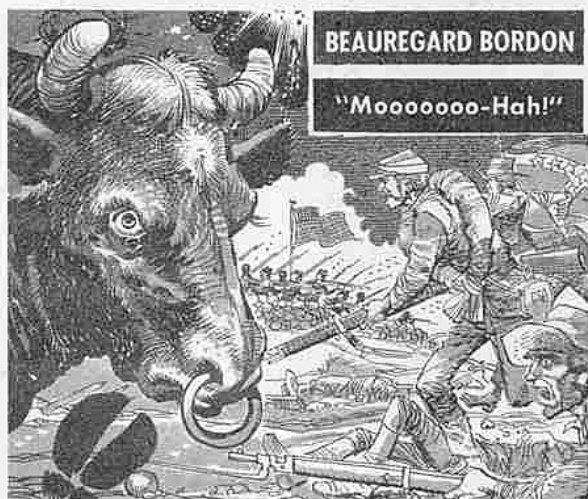
Malingerer  
Pecan Gap, Tex.

In the war of independence between Texas and Mexico, after General Santa Anna and four thousand Mexicans besieged and massacred Colonel William B. Travis and his gallant band of one hundred and eighty men, it was Walter N. Goober who refused to remember the Alamo!

**FAMOUS COWARDS No. 4**

©M.B.G.

Printed in U.S.A.



**BEAUREGARD BORDON**

"Mooooooooo-Hah!"

**MAD  
GUM**

**5**

**BEAUREGARD BORDON**

Born: September 14, 1859

Weight: 1090

Bovine  
Manassas Va.

In the first pitched battle of the Civil War, General Johnston's Confederate forces opened fire on General McDowell's Union forces at Sudley's farm in Manassas, Virginia. Beauregard Bordon was caught in the middle, hence the name of this battle ... boy, you should have seen that bull run!

**FAMOUS COWARDS No. 5**

©M.B.G.

Printed in I.N.K.



# SCENES WE'D LIKE TO SEE

Escaping the Cannibals







THE EDITORS OF MAD PRESENT

# THE UNDERWORLD AROUND US

In the dank darkness of the primeval forest, where roared the fierce *Brontosaurus*, *Tyr...* *Tyranosaurus*, *Stegosaur...* *Stegrossaur...* well, there roamed all these dinosaurs, there appeared the first mammals. They were small, weak creatures and their survival in this world of armored giants seemed in doubt. But through the mysterious alchemy of evolution they adapted themselves... they became swift and cunning, furtive yet bold, hustlers in general. And they prospered.

At about this time dinosaurs suffered a mysterious decline and disappeared from the earth. Speculations vary but many scientists incline to the belief that mammals liked to eat dinosaur eggs... a forecast of things to come. The first primates appeared, and lemurs, apes and all sorts of monkeys swung through the trees, chattering, gibbering

and eventually bringing forth the most important type monkey of all: the genus *Homo* (i.e., man).

The first man was a low brow, his brows were so low they sometimes covered his eyes, which made it comparatively easy for him to put up with the first woman who, in appearance, was very similar to the first man. And so the population expanded. Another great advantage man had was his erect posture. While most animals left a trail of four pawprints for their enemies to follow, man left only two! Of course man's extra feet benefited without the hindrance of corns on the knuckles. Thus man found himself with two hairy feet free (he called them hands... handcuffs came much later.)

Thus primitive, itchy-handed man stood poised on the threshold of a new world of opportunity.

CONTINUED NEXT PAGE

## PART I: THE EPIC CASE HISTORY OF EARLY MAN



# MAN MUSCLES IN



PICTURES, TEXT BY B. WISEMAN

Man had to struggle for existence. While his primate ancestors were essentially fruit and insect eaters, somehow he found out that a steak tasted much better than a mosquito. Thus, man turned to eating animals and mosquitos turned to eating man. Throughout the Old Stone Age, man's total effort was directed towards hunting. Man was well adapted as a hunter since he was endowed with keen sight, fast reflexes and a natural instinct for the chase. Man still retains this love of the chase, as any secretary who has raced her boss around the office after hours will testify.

It seems almost a miracle that these early men with their primitive weapons managed to overwhelm such animals as woolly mammoths and sabre-toothed tigers . . . but kill them they did!

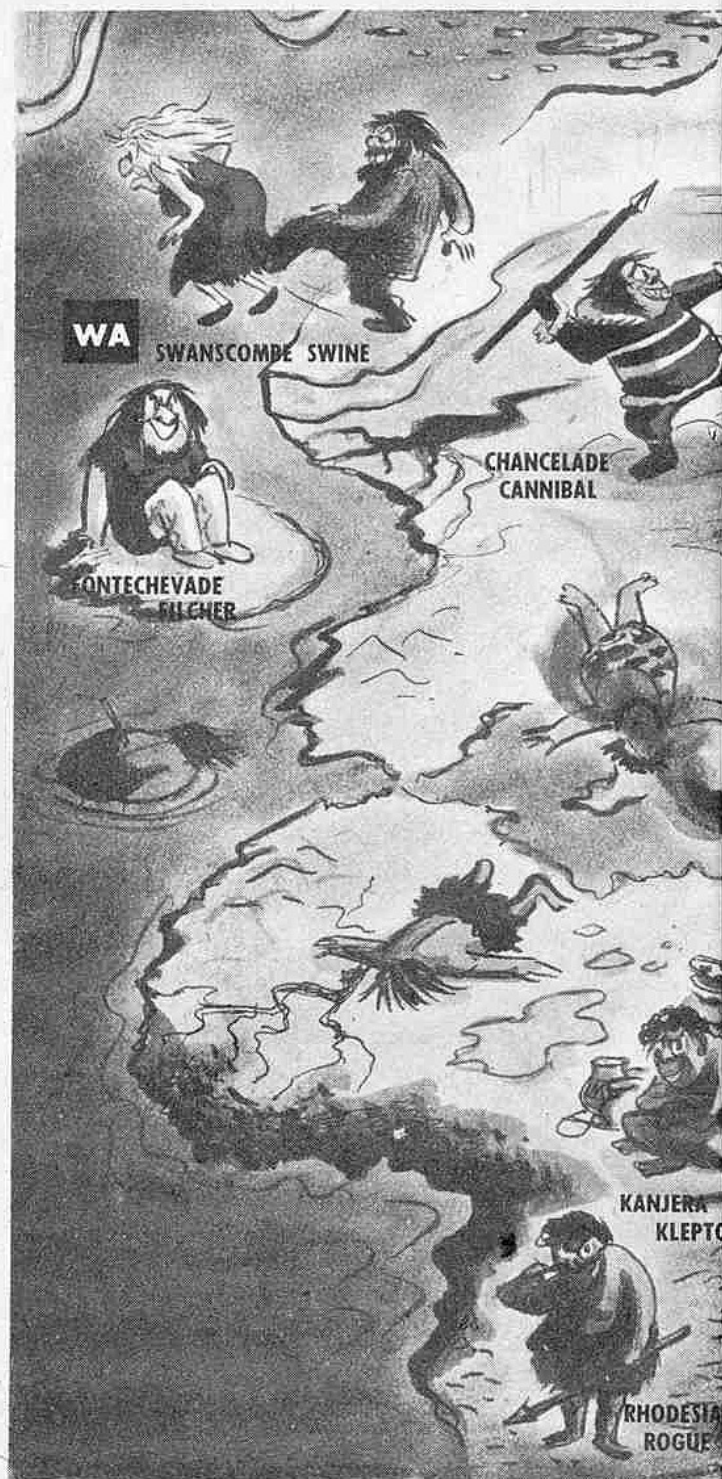
How?

No sportsmanship!

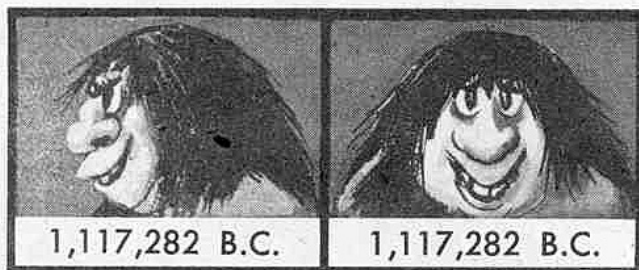
A huge and dangerous mammoth would not be approached by a lone hunter aiming a Webley-Fosbery .600 Express rifle at some tiny spot on the forehead. Rather . . . a howling, shrieking multitude would be-devil the animal, distracting him on one side while another mob rushed him from the other side. No chances were taken.

Man flourished. A practical economy was practised by our forbears; they combined tribal warfare with the hunt for food by eating their enemies. Thus, in warfare, the problem of food supply was simplified, to say nothing of the convenience of having the meal walk to the cook pot.

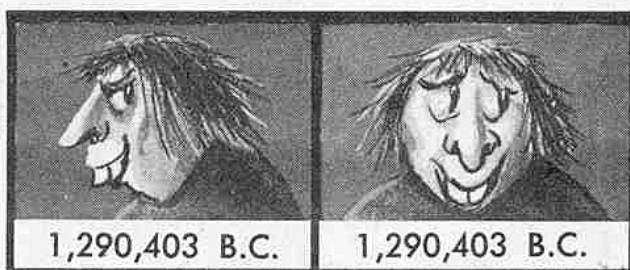
Man was surprisingly wise for those primitive times, forcing woman to do the heavy as well as light work. *Homo sapiens* thus successfully hustled and, in time, the mammoth, the sabre-toothed tiger and other trouble making and wrong thinking creatures disappeared.



Early man spread over the face of the globe as he followed the migrating herds. He spread rapidly, because a lot of the herds didn't just migrate, they ran like crazy! In the

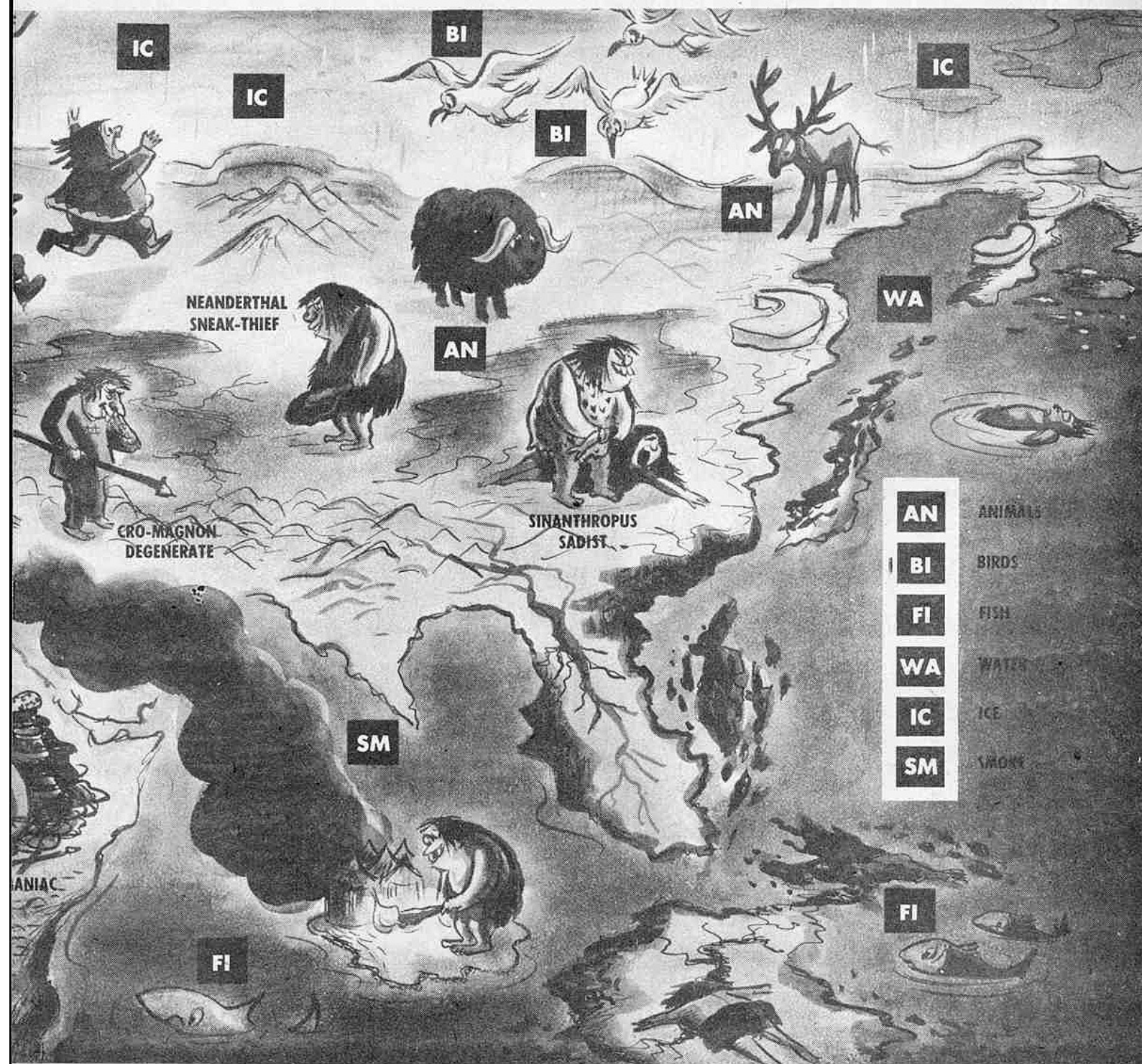


NEANDERTHAL SNEAK THIEF



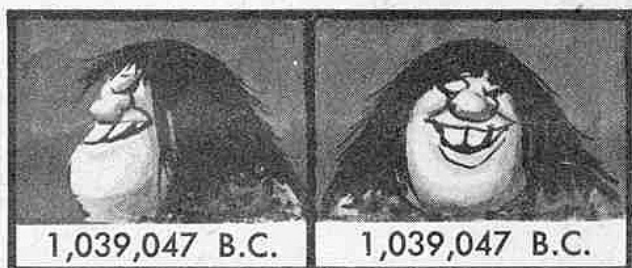
CRO-MAGNON DEGENERATE



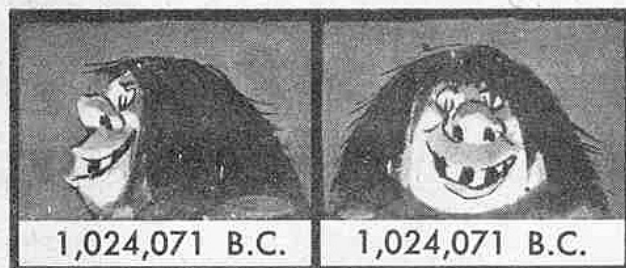


caves in which he dwelt, man the hunter left traces which tell us his story. Of man the fisherman, however, no traces remain...the early fisherman must have gone out too far...

Man followed the herds as they led him up into the farthest North. However advancing glaciers of the ice age caused man to retreat so we still have some polar bears left.



**SINANTHROPUS SADIST**



**PITHECANTHROPUS PYROMANIAC**

CONTINUED ON NEXT PAGE





# MAN DISCOVERS TOOL

The dim mists of antiquity hide the discovery of fire and we can only guess at its origin. But we do know that fire changed man's life (and sometimes even ended it). The flaming arrow eliminated the lugging of heavy torches, as well as a lot of grass roofed huts, and information was a lot easier to extract with white hot stones, than with those

plain old cold ones. Fire also changed the life of woman; she now had something hot to stand over and complain about. Courtship was affected too; if everything else failed, a woman could now cook and snare a man through his stomach. About this time the first man had his goose cooked. The invention of the flint blade was a revolution

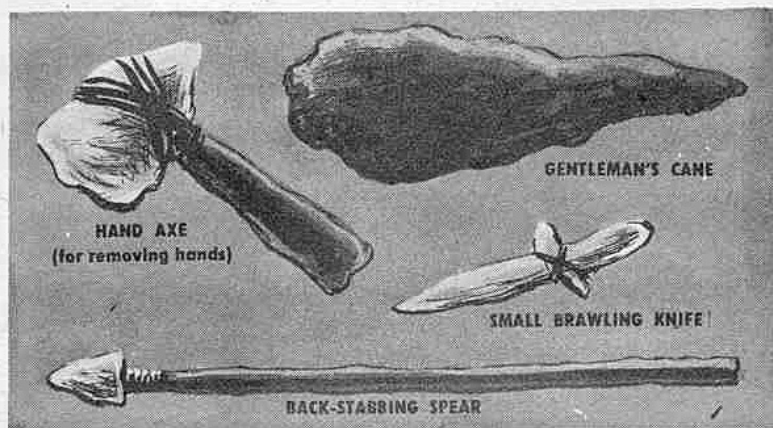




# S AND FIRE

in tool-making. Before this, crude sharp-edged stones had been used, but now man had an all-purpose chiseling, gouging and cutting instrument. Later on, the burin became the prime chiseling instrument and special gouging instruments were also developed. Chiseling, gouging became popular. Man took his first step towards becoming a chiseler.

END





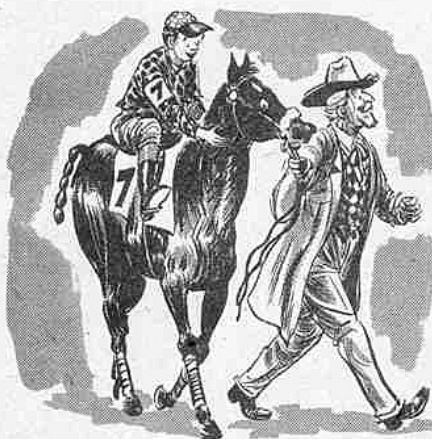


# SCENES WE'D LIKE TO SEE

The Day of the Big Race



"I'll ride him, Grandpa!"



*Intinlandi*



**POLITICAL CRYSTAL BALL DEPT.**



**USING INFORMATION GATHERED FROM RELIABLE SOURCES, MAD  
TURNS SERIOUS FOR THIS ARTICLE AND MAKES 5 STARTLING**

# **CONVENTION FORECASTS**

Photo from BLACK STAR

**IKE...**

**will refuse to run!**

**NIXON...**

**will attempt a fix!**

**STEVENSON...**

**will make desperate deal!**

**KEFAUVER...**

**will bolt party!**

**HARRIMAN...**

**will sweep first ballot!**

CONTINUED ON NEXT PAGE



## IKE

**will refuse to run!**

Sylvester J. Ike, Convention Hall page boy, due to painful corn on left big toe, will refuse to run any more errands for delegates.

## NIXON

**will attempt a fix!**

Cosmo L. Nixon, Convention Hall staff carpenter, after carefully planned spontaneous demonstration, will attempt to fix damage to rostrum.

## STEVENSON

**will make desperate deal!**

Stevenson Blung, popcorn vendor, will attempt to recoup previous night's losses by making desperate gin-rummy deal during lull in proceedings.

## KEFAUVER

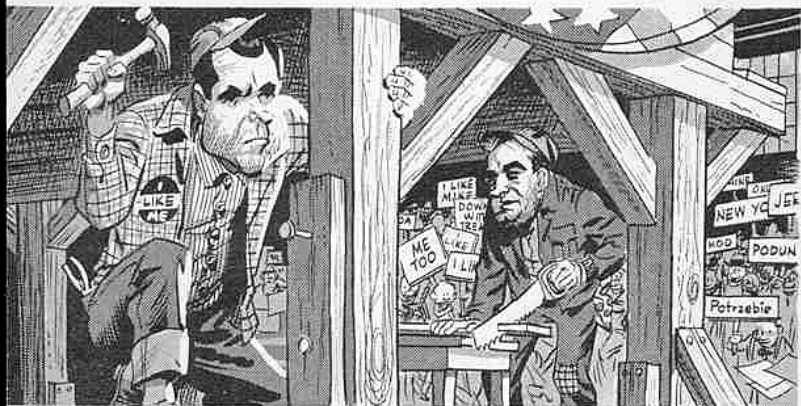
**will bolt party!**

Irving I. Kefauver, house detective, upon investigating wild hotel room party, will prevent further property damage by bolting revellers in closet.

## HARRIMAN

**will sweep first ballot!**

Harriman Twince, Convention Hall janitor, after unsuccessful first voting, will go into action and sweep up ballot debris.





## HOME-SWEET-HOMES DEPT.



MAD, BECAUSE IT STRONGLY BELIEVES IN TRUTH . . . BECAUSE IT STRONGLY BELIEVES IN SINCERITY . . . AND MAINLY BECAUSE IT STRONGLY BELIEVES IN GETTIN' EVEN, BY GEORGE, NOW GETS EVEN WITH THE KIND OF THING WE FELL FOR THE OTHER DAY . . .

# REAL ESTATE ADS

PICTURES BY WALLACE WOOD

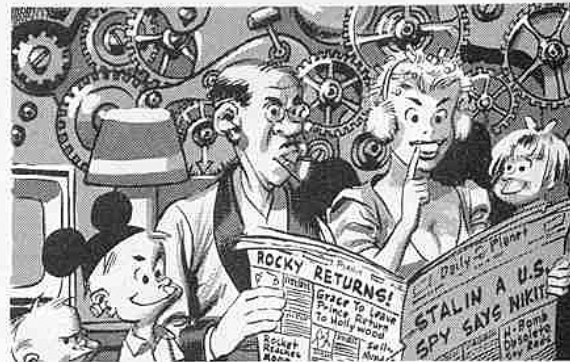
## HOUSE-HUNTING FAMILY GOES THROUGH CLOCKWORK RITUAL



EVERY SUNDAY MORNING, like clockwork, members of Furd family leap from bed, dress frantically, gulp breakfast, and scramble for the real estate ads.



YES, FURDS long to move to the suburbs. They long for elbow room. They long for breathing space. But mostly, they long to get their hearing back . . .



SEEMS FURDS go through clockwork Sunday ritual because they're sick of living in cramped clock-tower apartment amid ear-splitting chiming clockworks.

LIVE IN THE LAP OF LUXURY . . . and in the grip of a mortgage . . .

Rendering by Jack Kamen

### at Painan Acres



Introducing the fabulous "Monaco Ranger"  
—Prince of Ranch Houses!

**Only \$14,999**

(Which looks cheaper than \$15,000!)

**No Down Payment for VETS**

(They pay FULL price cash!)

**COME OUT TODAY!**

DIRECTIONS: Go straight out Route 26 to traffic circle, then turn left and . . . No, wait! Take the Turnpike to Exit 12, go South one mile and . . . No, that's no good either. Drive down Old Miller Parkway to . . . to . . . You know what? You can't get out here from where you are!

. . . a sparkling interpretation of luxurious suburban living in strong red brick, sturdy, brown fieldstone and soft green wood, in an unsurpassed location on the North Shore, near beautiful Heartburn Hills, with an unobstructed view of the gasworks, and only a short walking distance from the city dump.

FEATURING SUCH ARCHITECTURAL TRIUMPHS AS:

- a front door
- an All-Electric Kitchen, which will give you the shock of your life.
- an especially wide but unexpectedly not deep enough garage.
- a 37 foot Sunken Living Room with 37 foot Ladder included.
- a 6 foot Picture Window with your choice of picture.
- a spacious basement for rainy day activities like swimming and boating.
- Plus countless extras for Pleasant and Comfortable Modern Living . . .
- all extra of course!

**FIRST SECTION COMPLETELY SOLD OUT!**

(Which leaves us with this other house to get rid of!)

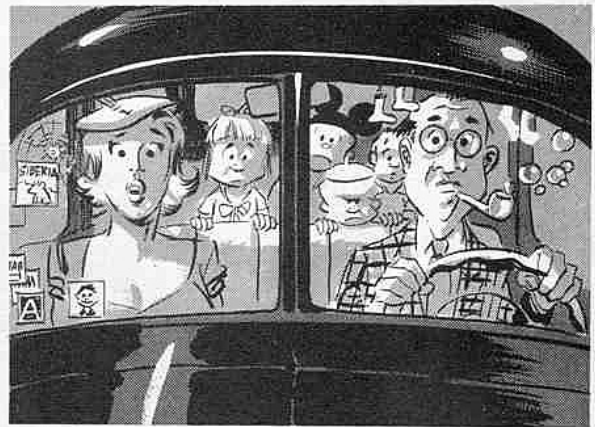
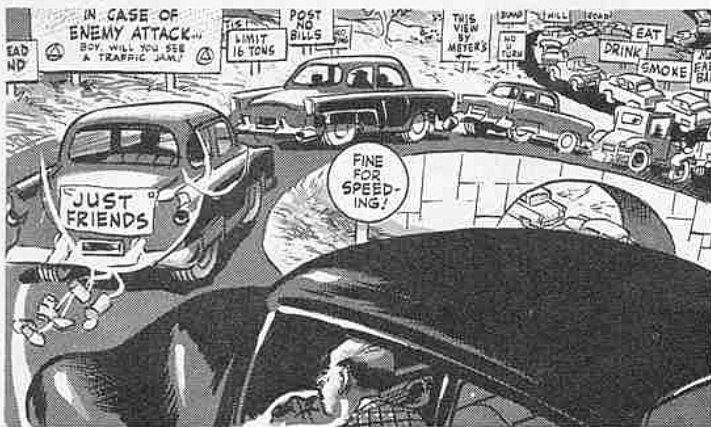
PAINAN ACRES is another ALFRED E. NEUMAN atrocity.

AND EVERY SUNDAY, SAME THING HAPPENS. FURDS FIND UNBELIEVABLE REAL ESTATE AD (LIKE ABOVE), AND OFF THEY GO.

CONTINUED ON NEXT PAGE



# FURDS IN FAMILY FORD FIGHT FENDER TO FENDER FRACAS

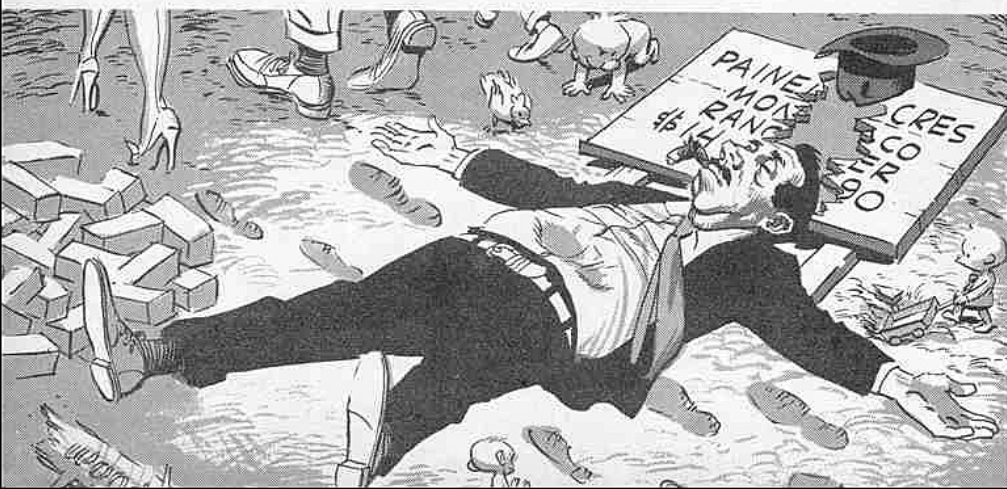


**UNBELIEVABLE REAL ESTATE AD** sends eager house-hunting Furds forth in family Ford to battle brawling Sunday traffic composed chiefly of other eager house-hunting families sent forth by other unbelievable real estate ads. A crazy mixed-up mess, by George!

**NOTE DISMAY** etched on faces of Furd Family. Dismay however, is not caused by the traffic delay. Dismay is caused by sight of destination: real look of house cleverly illustrated in unbelievable real estate ad.



**FURDS FIND THAT REAL HOUSE BEARS NO RESEMBLANCE TO STRETCHED-OUT HOUSE IN REAL ESTATE AD.**



Final realization finally comes to furious Furds that some real estate ads depict very unreal estates. Furds realize now that stretching out house in ad is insidious trick of builder calculated to deceive prospective buyers into thinking they are getting fantastic big house at ridiculous small price. Furds' retaliation at this deception consists of insidious trick of stretching out builder. (see left)

**END**





# ALFRED E. NEUMAN ANSWERS YOUR QUESTIONS

## PROBLEM:



My wife plays the tuba . . .



I have begged and pleaded with her to give it up, but to no avail . . .



Sometimes she plays it at 3 in the morning. She says she is inspired . . .



I handled the situation the way I thought best, but it was no use . . .



She bought another tuba! She's driving me mad! What can I do?  
—Tonedead

## SOLUTION:

PICTURES BY DON MARTIN



Simple! Drive her mad! Take up the tympani! An inspired tympanist at 3 in the morning can be much more overpowering than an inspired tuba-ist!



# Energetic 17-year-olds Are Happy

Seventeen-year-olds are bursting with explosive energy. A party for them has to use up their explosive energy. If it doesn't, the house will probably explode. The house will probably explode anyway, so if you value your house, don't *you* give the party. Let your

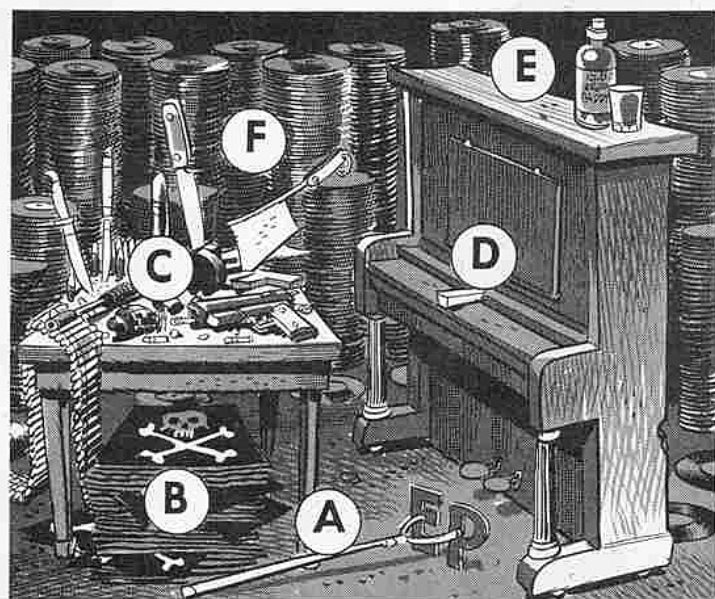
neighbor give the party. Then, afterwards, you can submit a competitive sealed bid for what's left of your neighbor's house. MAD here presents the last in its series of how to give parties for children of various ages. The rules for these parties have been drawn

up by Dr. Ernest Guillotine, who has spent years devising methods of how to do away with children neatly. This party is one way.

Behavior of 17-year-olds is shown here in pictures of an actual party given by Mrs. Goodfellow Kringe of

- Remove all furniture and valuables from house, take up rugs, parquet flooring, lock everything in cellar.
- Limit number of guests to total membership of local pool hall.
- Plan to have detail from Juvenile Aid Bureau on hand to assist mother.
- Gather party and game equipment, prizes, favors, candy and bail money.
- File preliminary alert notice with Adjutant General's office of the State National Guard.

- Timetable for Rock 'n Roll Ramps:
- Arriving guests are branded (10 min)
- Go outside for stomp (20 min)
- Stampede inside for stomp (30 min)
- Motorcycle-cade around outside of house (45 min)
- Motorcycle-cade around inside of house (1 hour)
- Head-on Hot-Rod crash event (2 hrs.)
- Wild Grand Stomp (4 hours)
- Tear gas (4 min)
- Martial Law (4 mos.)



Laid out above are the items used by Mrs. Goodfellow Kringe for Irving's romp. In foreground (A), is branding iron used to greet guests, with initials "E.P." for Elvis Presley, the Rock 'n Roll idol. Rear (B), are party favors: skull-and-crossbone motorcycle jacket decals. On table (C), are noisemakers and sufficient

ammunition. Right (D), old-style piano with single note for "dring-dring-dring" Rhythm 'n Blues background music. On piano (E), glass and bottle of gargle for urgh-argh effects used by guest Rock 'n Roll vocalist. In rear (F), 2000 scratch-worn, surplus jukebox records to be broken up and used as confetti.





# Happy Happy

## IN SUCCESSFUL ROCK 'N ROLL ROMP

Wince, Ga. to celebrate the seventeenth birthday of her son, Irving. Where rules for a party for 51-year-olds called for simplicity and adrenalin (see MAD for Sept. 1915), the rules Mrs. Kringe followed called for competitive free-for-alls. Mrs. Kringe chose a

Rock 'n Roll Romp as a party theme because she felt it appropriate to the age group, because she thought it was a very cute idea, and mainly because she was blackmailed into it. Her son, Irving, threatened to dynamite family tropical fish tank. **CONTINUED NEXT PAGE**



### SETTING PARTY'S THEME

Large "E.P." (initials of "Teen idol Elvis Presley") is branded through jeans of arriving guests (above). Agonized expression of guest is not due to real hot branding iron. Agonized expression of guest is due to real cool branding iron, left in deep freeze overnight. First game (below) was treasure hunt called "spin-the-dial", won by bright young contestant who cleverly sandpapered fingers and was first to open Kringe family wall safe.





## MAD RECORDS FOR MAD READERS!



If Bach, Beethoven or Brubeck don't work as background for reading MAD here's a suggestion. Send for any one or all of the following LP's.

Toe Tapping Nickelodeon Music

1. RAZZ-MA-TAZZ IN HI-FI

Very sour German Village band music

2. OOM-PAH-PAH IN HI-FI

The Gayest 90's music ever

3. YOUR FATHER'S MOUSTACHE

Nostalgic Edison cylinders

4. EDISON IN HI-FI?

All albums 12"—33 $\frac{1}{3}$ —Order by number

\$4.98 per record

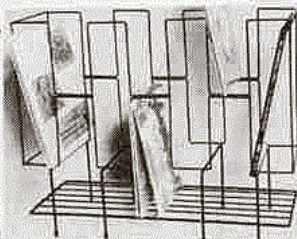
**FREE OFFER**

Enclose one used phonograph needle with order. We'll mail our brilliant two-dimensional black and white catalog. If you can't send the needle tear off your phonograph arm! **HURRY! OFFER LASTS INDEFINITELY!**

**SAN FRANCISCO RECORDS**

562 Kearny St. San Francisco, Calif.

SHOW-OFF  
YOUR  
RECORDS!



Accent their colorful album covers in this new collector-designed Black Wrought Iron Cabinet. Holds over 200 long-play records, also 78 rpm albums. 16 handy compartments enable you to file your records by composer, artist, title, etc., keeping your music in orderly arrangement. Instantly available for playing! Prevents warping, supports records in the safe upright position! Sturdy steel construction, 25"x22"x10" with rubber tips. Please remit \$9.95 with order, shipped fully-assembled, express chgn. collect. Postively not in stores. **MONEY-BACK GUARANTEE!** Ask about our 45 rpm Record & Tape Rack, too! **\$9.95**

LESLIE CREATIONS • Box 9516 • Dept. 39 • Phila. 49, Pa.



WHAT—ME WORRY?

"WHAT—ME WORRY?" kid reproductions suitable for framing and patching wallpaper are still available for 15c. Mail money to dept. "What", care of MAD 225 Lafayette St., New York City 12, New York



## PARTY REACHES VAPORIZATION PITCH

Climax of party is reached with wild "Grand Stomp", when invited guests are joined by horde of uninvited outsiders... (Noble Brutes, Switchbladers, Gas-House Dukes, City-Crushers, etc.) Free-for-all ends with arrival of riot squad.



## AN AFTERMATH OF DRUDGERY

Cleanup of wreckage resulting from party is shared by parents of 17-year-olds, thus establishing cooperative sense of neighborly endeavor, but mainly to get kids out of jail. In a future issue, MAD goes to a Flap the Lower Lip Party.

END



Interesting magazine charts show this is...

# BIGGEST YEAR IN MAD HISTORY

Latest survey \* reveals fantastic comparisons  
to top selling national magazines

Order of some Leading Magazines  
calculated by length of name.

first	Woman's Home Companion
second	Saturday Evening Post
third	Ladies' Home Journal
fourth	Popular Mechanics
fifth	Colliers'
last	MAD

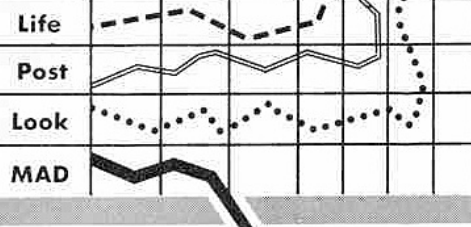
MAD—as clearly indicated on the chart, stands alone in the field of leading magazines. Clearly, MAD wins distinction here on this chart by not being a leading magazine!

Chart summing  
up charts

first	Table chart
second	Line chart
third	Bar chart

This chart shows nothing  
except which charts are  
which.

Magazines  
printed on paper



MAD—on this line graph, again indicates distinction. Notice that while all the zig-zag lines on big magazines go up, MAD is the only zig-zag line that goes down.

Comparison  
of leading  
Magazines  
standing.



MAD, as indicated on this bar chart again stands apart from the rest by having the skinniest bar on the bar chart—indicating that MAD is truly skinniest magazine standing.

Some charts, hah? Which all goes to prove that this *has* been the biggest year in MAD's history, especially since we've been in business only a year. Which mainly goes to prove that your Advertising Dollar will be put to

very good use in MAD. Boy, can we use your Advertising Dollar very good. Keep your eye on MAD. As a matter of fact, keep *both* your eyes in MAD. Yes, MAD is also very good for wrapping eyes and fresh fish.

\* Latest survey by Alfred E. Neuman, who works for MAD.



ALFRED E. NEUMAN  
"What, Me Worry?"



"This one  
has the urp!"



Unmistakable! The sound of that  
Padst Red Ribbon  
Urp

There's an outstanding reaction that now distinguishes Padst Red Ribbon from America's ten or twelve other great beers. Try some and you're sure to experience that reaction. We call it the *Urp of Red Ribbon Padst* (URRP, for short.) Padst is the only major brewer to bottle its own distinguishing URRP. It makes the difference. You can hear it! Next time your friendly bartender asks that friendly question: "What'll you have?" Just say "URRP" and get ready for another kind of reaction when he punches you right in the eye!

Trademark by Reginald Uspatoff  
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